PANASONIC AVIONICS UNVEILS THIRD GENERATION SATELLITE COMMUNICATIONS NETWORK

News / Manufacturer

Panasonic Avionics Corporation (Panasonic) has today introduced a major evolution of its satellite connectivity service with the introduction of its third generation communications network.

Panasonic's third generation network is built to meet the growing connectivity demands of airlines and their passengers. Throughout the first quarter of 2018, aircraft from a number of airlines will be transitioned to Panasonic's new network. In addition, Panasonic subsidiary, ITC Global, will leverage Panasonic's new broadband network to deliver connectivity to its energy, maritime and enterprise customers.

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Hideo Nakano, Chief Executive Officer of Panasonic Avionics Corporation, says: “Our new satellite communications network is more than just greater bandwidth – it represents a major evolution in our approach to partnering with customers to deliver the highest standards of service and to ensure that their passengers enjoy an unmatched, connected experience inflight.”

The new communications network is built on Panasonic’s high throughput satellite service, which today covers all dense mobility traffic areas around the globe with high throughput spot beams and wide overlay beams that support Panasonic’s global inflight television service. When combined with the rollout of the company’s new satellite modem, developed in conjunction with Newtec, Panasonic now offers bandwidth up to twenty times greater than previously available. This supports the provision of services such as fast internet, video streaming, VoIP applications, improved TV picture quality and a broader channel choice, the capability to offer 3G phone services, and greater bandwidth for crew applications.

The network is backed by a range of new measures Panasonic has launched to provide higher levels of support to its customers. These initiatives are channelled through Panasonic’s new Customer Performance Center, which drives enhanced network performance, reduced outage times, and faster response and resolution times for all customer inquiries.

The Customer Performance Center offers a range of value-added services including traffic shaping tools, live monitoring and management of the user experience, and Panasonic’s ZeroTouch™ service, which enables real-time content loading, validation and management.

Additionally, Panasonic is offering new business intelligence tools and reports that provide customers with the data and analytics to deliver targeted pricing and advertising campaigns.

Today, over 1,800 aircraft flying routes all around the world use Panasonic’s global high-speed inflight connectivity service. The company expects more than 10,000 aircraft to be connected to its world-class global high-speed communications network by 2025.

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