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Norwegian to launch first ever Android™-powered in-flight entertainment system on board the Dreamliner

Norwegian and Panasonic Avionics Corporation have joined forces to develop the first ever Android™ powered in-flight entertainment system. Norwegian's passengers will be able to use select Android apps that are pre-loaded onto the system, providing an in-flight experience similar to the on-the-ground experience travelers have become accustomed to with their personal devices.

“We’re constantly looking at new ways technology can enhance our passengers’ experience and believe that the edginess of the universe offered

by Panasonic fits Norwegian very well,” said Head of Business Development Boris Bubresko at Norwegian.

Available on the new fleet of Dreamliners

Norwegian’s Android-powered in-flight entertainment system is a result of an 18-month joint development between Norwegian and Panasonic Avionics. Android interactive allows passengers to navigate and select movies, music, and Android games, as well as purchase snacks and drinks, just as they would on their personal device, directly from a touch screen installed in the seats. The system will be fitted on Norwegian’s new fleet of Boeing 787 Dreamliners that will be operated on routes between Scandinavia and the US and Asia.

Paul Margis, President and Chief Executive Officer for Panasonic Avionics said: “Panasonic is passionate about bringing the latest technology to the onboard experience, and are proud to deliver the first in-flight entertainment system that is powered by Android. This open platform architecture facilitates faster, easier, application development, integration, and deployment, enabling Norwegian to engage passengers in an even more amazing entertainment experience while creating new revenue streams.”

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Media contact: Head of Business Development, Station & Inflight Solutions
Boris Bubresko, tel: +47 400 21 255

Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the second largest airline in Scandinavia and third largest low cost carrier in Europe. Close to 18 million passengers chose to fly on its network in 2012. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the US and Southeast Asia. The company has a total of 382 routes to 121 destinations on sale and employs approximately

3,000 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 275 undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. In June 2013, Norwegian was voted Europe's best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. Norwegian offers better leg room than most competitors, in-flight WiFi, world-class punctuality and a fleet of 75 aircraft with an average age of only 4.6 years.

Contacts



For journalists only

Press Contact
Norwegian Press Office
press@norwegian.com
+47 815 11 816



Marketing/sponsorship requests: marketing@norwegian.com

Press Contact
Marketing/sponsorship requests: marketing@norwegian.com