

IDAIR

Established in April 2011, IDAIR GmbH is a joint venture between Lufthansa Technik AG (50 percent) and Panasonic Avionics Corporation (50 percent). Based in Hamburg, Germany, the company specializes in the development, manufacture and sale of in-flight entertainment, communications (IFEC) and cabin management systems (CMS) for VIP aircraft.



Core business

The joint venture offers new systems based on a combination of existing technologies already utilized in Panasonic's X Series commercial IFE system, Panasonic's Global Communications Suite (eXConnect and eXPhone) and the nice® CMS/IFE system developed by Lufthansa Technik's Innovation business unit. The core business will primarily be targeted at narrowbody and widebody VIP aircraft and will benefit from the combined advantages of the two parent companies, such as digital distribution, high definition media playback, iPod® and iPhone® controls, remote maintenance, high speed connectivity, ipTV, media and game libraries.



In focus: exclusivity

In addition to customized IFEC/CMS solutions for international VIP customers such as BBJ (Boeing Business Jets), ACJ (Airbus Corporate Jetliner) and completion centers, the joint venture will also supply custom products to commercial aircraft (via Panasonic Avionics Corporation) and seat manufacturers. With its new line of premium products, IDAIR aspires to offer exclusive products to customers around the world. Panasonic Avionics Corporation is recognized globally for its deep knowledge base and leadership in product innovation and customization, system reliability and customer care.

Building on the synergy of two market leaders that between them boast an array of innovative in-flight entertainment products, the joint venture is unique to the aviation industry in terms of its profile and expertise. Lufthansa Technik's innovation business unit has a wealth of experience at meeting the requirements of demanding VIP customers who expect highly customized "one-of-a-kind" products based on the very latest technologies. As the world's leading supplier of in-flight entertainment and communication systems, Panasonic Avionics Corporation has specialized in the development and implementation of state-of-the-art connectivity (IFEC) solutions for 30 years.

Outlook

New product lines aimed at bringing the multitude of complex multimedia applications to life are already planned. Given the high demand for both intelligent in-flight entertainment and communications systems and cabin management systems for VIP aircraft, IDAIR intends to meet the future challenges.

Customer advantages

- Exclusive worldwide provider of VIP (widebody and narrowbody) CMS/IFE systems based on Lufthansa Technik and Panasonic Avionics Corporation products.
- Customized, premium products for a premium segment.

Market segments

- VIP aircraft
- Commercial aircraft (via Panasonic Avionics Corporation)
- Business Jets (via Lufthansa Technik's business unit Innovation)
- Completion centers
- Seat manufacturers

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