Panasonic Avionics Corporation's In-Flight Entertainment Systems Earn 'Hottest New Product Designs'Honors

LAKE FOREST, Calif., /PRNewswire/ -- Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, was recognized for design leadership and innovation yesterday, when two of its most revolutionary IFEC solutions were selected for International Design Excellence Awards (IDEA®).

Panasonic's Integrated Smart Monitor, a seatback hardware solution, and Panasonic's neXperience (formerly called "FlightPath"), an interactive passenger experience platform, collected design awards in three categories.

The Integrated Smart Monitor, created with industrial design firm Teague, earned a bronze IDEA in the transportation category and a silver IDEA in design research. neXperience, conceived with the assistance of design agency Artefact, was named a bronze IDEA winner in the interactive product experiences category.

"We recognize that cutting edge technology alone does not make a great product. Great products are equally dependent on great design," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "We take design very seriously and are proud to have our efforts recognized. To have two different solutions honored with IDEAs in the same year is incredibly gratifying. It reinforces our commitment to creating the best possible IFEC solutions for our customers."

Established in 1980, the IDEAs are sponsored by the Industrial Designers Society of America (IDSA) to recognize the most groundbreaking concepts in products, ecodesign, interaction design, packaging, strategy, research and concepts. Entries are judged on innovation, benefit, aesthetics, usability and design strategy.

Source URL (retrieved on *07/23/2014 - 1:17pm*):
http://www.wirelessdesignmag.com/news/2010/06/panasonic-avionics-corporations-flight-entertainment-systems-earn-hottest-new-product-designshonors