

New features and tools enhance the Arc inflight map system

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Panasonic Avionics has unveiled a range of new and upcoming features for Arc, its 3D inflight moving map platform. The first round of new features include Arc for Young Explorers and OneMedia integration.

Arc for Young Explorers is the first in a series of features targeted at children, which lets them use the map to fly and explore the world as a Jurassic-era flying dinosaur. Points of interest are replaced with oversized dinosaurs, revealing trivia, fun facts and animations. Bright colours, prehistoric sounds and fun movements fill the screen.

Arc's integration with OneMedia is a little more serious, enabling the map to serve as a new medium for monetisation through its alignment with Panasonic Avionics' inflight advertising platform. The integration creates new advertising inventory across the wide range of Arc's map views, and enables tie-ins to cross-IFE advertising campaigns.

Panasonic Avionics is also in the process of rolling out the Arc Studio map designer tool, which gives airlines direct control over a wide range of map features and content. The tool enables them to modify point-of-interest data and layers, configure map scripts to add or modify media and promotional campaigns, and to deploy changes directly to aircraft. Airlines can create unique designs and configurations that can be deployed on a per flight or route basis.

The company reports that since the debut of Arc two years ago at Aircraft Interiors Expo 2019, it has enjoyed one of the highest adoption rates of any of its digital services, with confirmed orders with 17 airlines globally, on more than 300 aircraft.

Andrew Mohr, VP of digital solutions at Panasonic Avionics stated, "Airline adoption of Arc has been beyond our initial expectations. Our airline customers have responded positively to the new value streams we're bringing to the inflight map experience. These include sophisticated design, innovative new features, and the cross-leveraging with our other in-flight entertainment and communications services, including new monetisation opportunities. With Arc, we are enabling airlines to utilise inflight maps as a primary tool for customer engagement and service."

Mohr added that the company is developing further enhancements, which we will be unveiled in the months ahead.

By Adam Gavine

