

JAL Doubles MAGIC III Inflight Entertainment Programming

- Choice of movies, programs, music, & games to increase -

Tokyo November 12, 2007: JAL will more than double inflight programming on international flights fitted with the airline's state-of-the-art entertainment system, MAGIC-III. Starting in December 1 2007, JAL will increase the number of movie, music, video and game channels onboard aircraft from 57 to 130 by early 2008.



From December 1 2007, JAL will increase from 14 to 35 the number of movie channels. Passengers will be able to enjoy watching the latest movies including Hollywood blockbusters, Japanese movies and depending on the route traveled movies from Europe, China and India.

Featuring a wide range of programs from current affairs to children's, the number of video channels offered onboard will also be increased from 7 to 15.

At the same time, audio channels will be upped from 25 to 50 offering a diverse lineup, including the latest pop hits and classics plus world, Asian, classical, jazz and children's music as well as comedy.

At the beginning of 2008, game channels will be increased from 11 to 30. For example, younger children can have fun playing Disney Classic games or interacting with a video storybook, while older passengers can spend their time solving *sudoku* puzzles or learning a new foreign language using the Berlitz World Traveler.



MAGIC-III is installed in all seats on Boeing 777-200ER, 777-300ER and 767-300ER aircraft used on London, Frankfurt, Paris, Southeast Asia, and China routes. The MAGIC-III inflight system features audio-visual-on-demand (AVOD) technology, enabling passengers to enjoy on their own personal TV screen films, video programs, music and games at any time during their journey.

JAL first introduced an inflight personal entertainment system service on board its aircraft in August 1992. This was replaced in 1999 by JAL's MAGIC system which now is available in four versions.

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