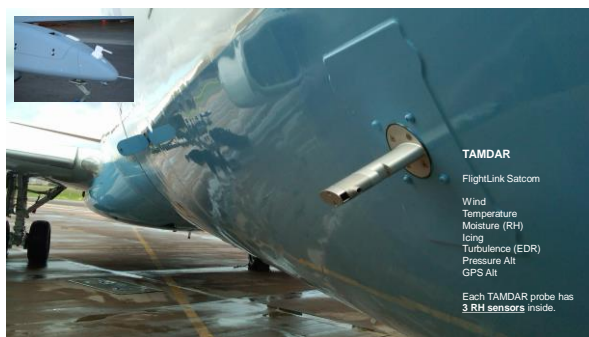


Panasonic

OBSERVING THE ENVIRONMENT FROM THE GROUND UP

NEIL JACOBS

Panasonic Avionics Corporation



GLOBAL REACH

Panasonic Avionics Corporation

2,600+ AIRCRAFT FLYING WITH X SERIES ENTERTAINMENT

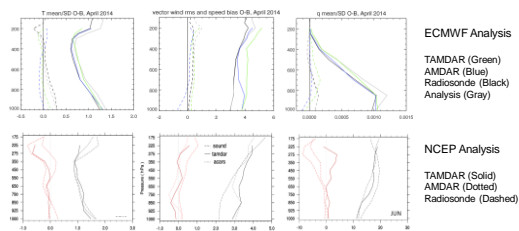
4,700+ AIRCRAFT COMMITTED TO X SERIES ENTERTAINMENT

26,000+ SYSTEMS SOLD TO DATE

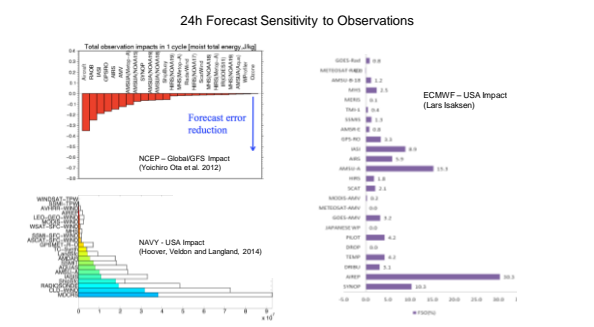
1000+ AIRCRAFT FLYING WITH CONNECTIVITY

2,600+ AIRCRAFT COMMITTED TO CONNECTIVITY

© 2016 Panasonic Avionics Corporation



TAMDR, AMDAR, and RAOB RMSE and BIAS OMB



Thoughts and comments

TAMDAR current contract – “mesonet” versus AMDAR program

NNnN– next generation NWP will need global obs

Data quality versus quantity...surface, satellite, etc.

From the boundary layer down... (Cuba, ME, China, etc.)

Does “provide” mean to NOAA? What about other centers? Private industry modeling programs?

How does “redistribution” impact the pricing model?

WMO resolution 40 does not require NOAA to redistribute data acquired from private sector.
It only requires that the acquisition be announced to other members.

Create an attractive business opportunity, and observations will pour in; stifle opportunity, and prepare for a data void.

“Data Providers: What can we provide now and how may that change?”

Two things are required for change (for the better):

- 1) Explore ~~alternative~~ common sense business models that involve all 3 sectors.
- 2) Conduct an objective quantifiable cost benefit analysis on observing systems

Can AMS FIG help address these?