



> In-flight Infotainment: Innovations for the Airline Industry

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> **In-flight Infotainment: video**

BoardConnect

Run the future, not cables.
The future-proof wireless Infotainment Solution



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> BoardConnect: Innovation that is here...



July 11, 2012
Chart 3

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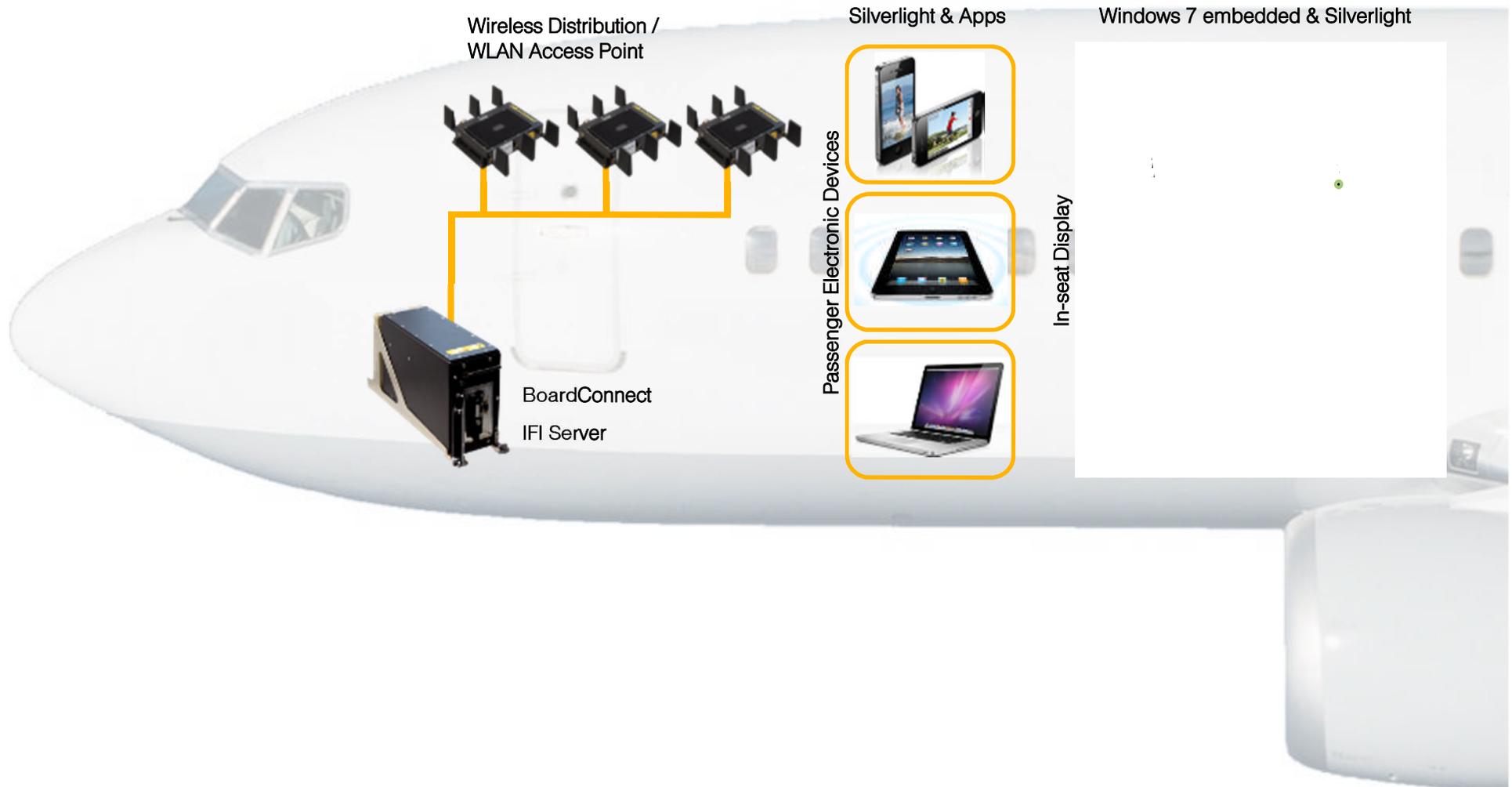


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> BoardConnect: Wireless Infotainment Solution

Audio & Video On-demand for Passenger Devices & In-seat screens



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> Revolutionize in-flight infotainment: Enable, Connect, Understand your customers

CRM – Customer Relationship Management

- Enable your customers to use the latest technology
 - Connect with your customer before, during and after the flight
 - Understand your customers behaviour
- ➔ Optimize and improve your porcesses and product offering



Chart 5



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> Revolutionize in-flight infotainment: Quick Time-to-Market

Reduce Costs

- 50% less initial invest
- 50-70% less maintenace cost
- 30-50% less operation cost
- Quick installation and de-installation cost & time
- Robust system

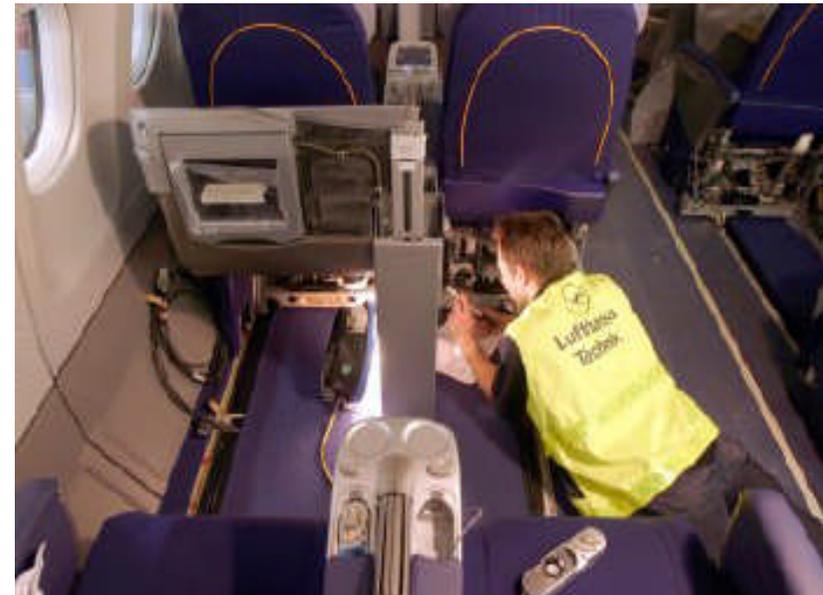


Chart 6



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> Delivering Our Promise: Airlines around the world are already working with us

Qantas begins trials of Apple iPad for in-flight movies, music

By [David Flynn](#) Filed under: [qantas](#), [iPad](#), [inflight entertainment](#), [IFE](#), [in-flight entertainment](#), [in-flight wi-fi](#), [inflight wifi](#), [streaming video](#)

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Qantas has begun using Apple's iPad for in-flight entertainment, with all passengers in economy and business being provided with an iPad 2 for the duration of the flight.

The trial, originally slated for late last year, will run for six weeks under the moniker of 'Q Streaming' but will be limited to a single Boeing 767-300.

That plane will be scheduled across a variety of routes, from Sydney-Melbourne to transcontinental coast-to-coast services (if you're a real aviation geek who wants to know if you'll be setting foot onto that particular plane, the aircraft rego one to watch for is VH-OGH).

"You'll find this 767 on our triangle route of Sydney-Melbourne-Brisbane but customers will get the most benefit on the long east-west routes" Alison Webster, Qantas Executive Manager for Customer Experience, told *Australian Business Traveller*.

iPads for every passenger

All passengers on that aircraft will find an iPad 2 sitting in their seat-back pocket, while those in business class will also get a flexible stand which can be used on the fold-down meal tray. The plane will carry one tablet for each of the aircraft's 254 seats, with several spares on hand.



VIRGIN AMERICA AND LUFTHANSA SYSTEMS TAKE IN-FLIGHT ENTERTAINMENT TO NEW HEIGHTS: AIRLINE TO LAUNCH NEXT GENERATION RED™ IN-FLIGHT ENTERTAINMENT PLATFORM IN 2012
Flats Unveiled for New Hybrid Technology Platform, Offering Both Seatback Content and Connectivity via Personal Electronic Devices Carrier to Upgrade Award-Winning Red Platform, Testing New Underway on First Aircraft – an Airbus A320 Named #nerdbird

San Francisco – September 13, 2011 – Virgin America today announces the selection of Lufthansa Systems' BoardConnect platform, as the technology partner for the hotly anticipated next iteration of the airline's Red™ in-flight entertainment system. At the 2011 Airline Passenger Experience Association (APEX) Expo in Seattle today, Virgin America and Lufthansa Systems unveil their cooperation to develop the new platform – which will be the first of its kind in the domestic skies. Slated for launch in late 2012 and now under development, the new Red platform will offer an entirely new approach to in-flight entertainment, with hybrid technology that will give travelers a variety of ways to play, interact, connect and be entertained at 35,000 feet – similar to the multi-faceted consumer technologies they have access to in their lives on the ground. Virgin America is the first U.S. carrier to use the innovative technology foundation developed by airline IT specialist Lufthansa Systems.



BoardConnect is a cost-efficient, easy-to-install system which replaces complex legacy in-flight entertainment solutions via an onboard WiFi network. It will allow Virgin America to build a next iteration of Red that offers the best of both worlds: a larger, high-definition touch-screen seatback monitor with full WiFi connectivity and a breadth of curated content unrivaled in the skies, along with the ability for flyers to use their own personal electronic devices to connect to the system pre-flight, in-flight and post-flight. This month, Virgin America launches back-end testing of the new platform on its first aircraft, a new Airbus A320 aptly named: #nerdbird.



> Airlines around the world are already working with us:



■ Condor installs new WiFi-based in-flight entertainment system on board

In cooperation with Lufthansa Systems, Condor's Boeing 767 fleet is equipped with the new in-flight entertainment system BoardConnect. This innovative WiFi-based infotainment system allows passengers to access a great variety of e.g. movies, music or games via implemented screens or personal laptops, tablets, smartphones and other compatible devices. Furthermore, it gives the airlines the opportunity to provide state-of-the-art information offers and services. BoardConnect also proves itself with its five access points which are connected to a central server. This means that the individual cabling with each seat is not necessary anymore. If an aircraft is also equipped with a broadband internet access, passengers can easily connect with the internet, check their e-mails or get in touch with friends in social networks. Thereby, they can quickly be informed about their connecting flights or receive personally tailored offers.



> BoardConnect: Join Us Today



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Chart 9

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> **BoardConnect: Innovations for the Airline Industry**



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Chart 10

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