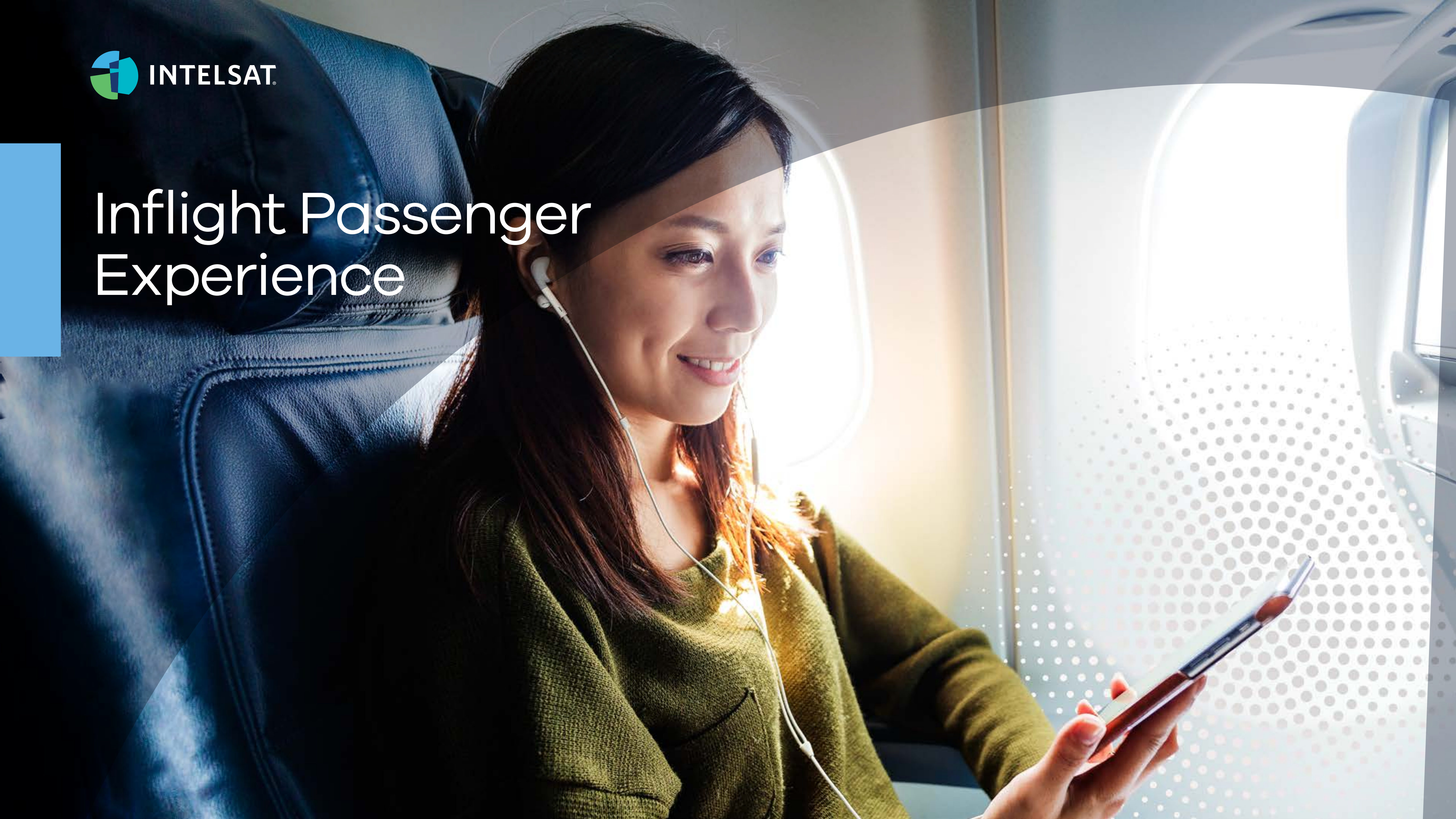# Inflight Passenger Experience

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ESA In-cabin Wi-Fi Network

ATG4 In-cabin Wi-Fi Network

Aero Networks

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Tools (Onboard Maintenance App)

Training (Line Maintenance Training, Train the Trainer)

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Intelsat Sphere

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Telecommunications Agency Certification

Production Installation
On-site Installation Support

Tools (Procedural Config and Testing (PCAT) Tool)

Training (Wi-Fi Crew Training, Installation Training)

Our Airline Partners

AeroMexico

Air Canada

Air Canada rouge

AIRFRANCE

Alaska Airlines

American Airlines

British Airways

condor

Cathay Pacific

Delta

GOL

Iberia

J-AIR

Japan Airlines

JTA

KLM

LATAM

LEVEL

Northern Pacific Airways

Qatar Airways

rex.

United

virgin atlantic

Virgin Australia

01

Connectivity Services

Wi-Fi Internet Packages

Inflight connectivity services for passengers include messaging, browsing, and streaming options. Passengers can purchase by amount of time or flight segment.

Standard connectivity and messaging packages are for use with with one or two devices on a single flight segment. Additional options are available for customization based on duration, sales channel, and level of service. Intelsat is also able to help set passenger pricing to meet your guidelines.
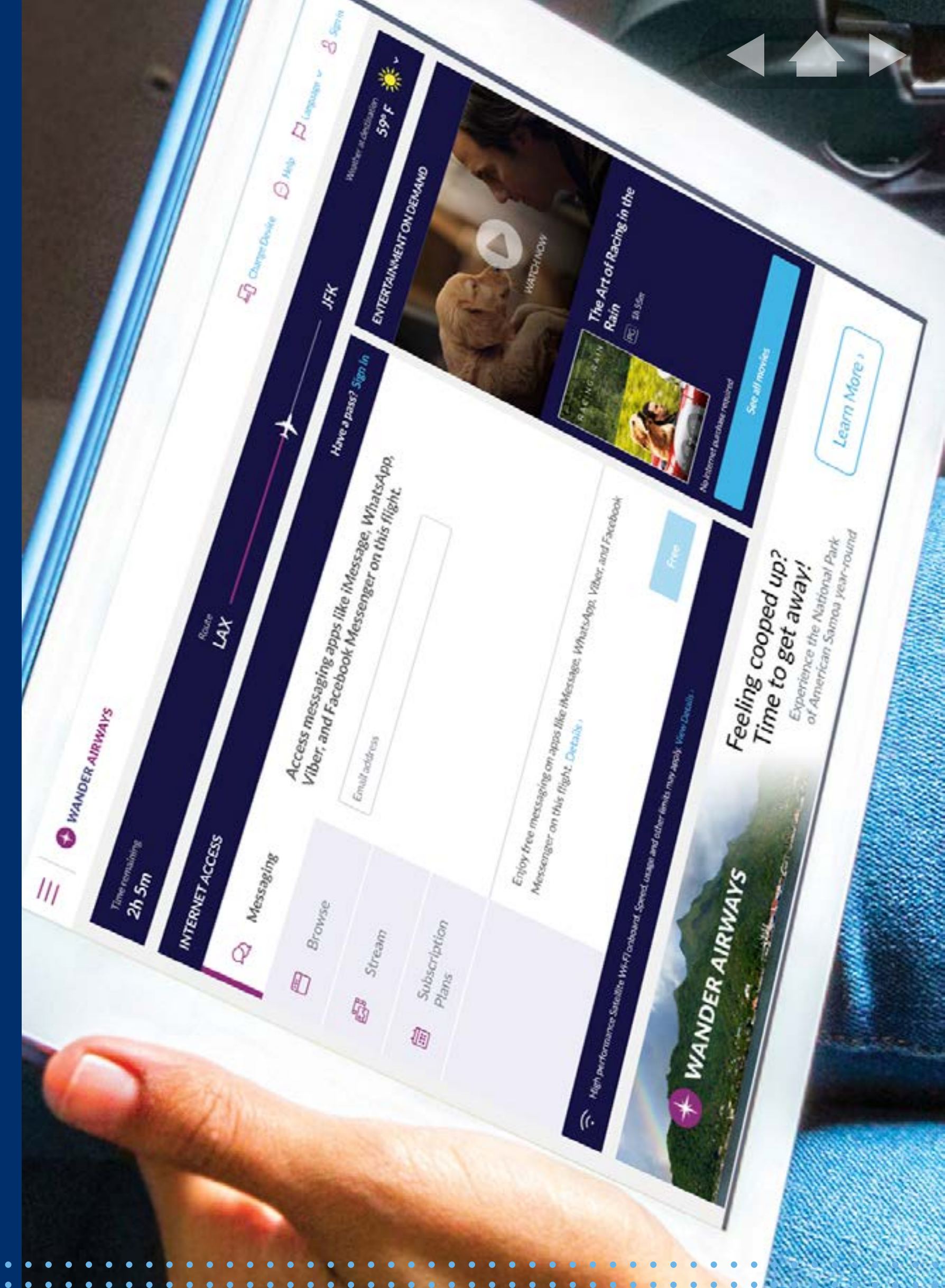
Messaging Pass

Messaging passes allow passengers to send and receive Wi-Fi based messages with popular apps including iMessage, WhatsApp, WeChat, Viber, and Facebook Messenger. Because this is a low MB usage pass, photo and video sharing are not supported.

Browsing Pass

Browsing passes allow basic web browsing, use of email apps, VPN, social media, and Wi-Fi-based messaging. Video content under 5 minutes is supported with the browsing pass.

Streaming Pass

In addition to Wi-Fi-based messaging and browsing, streaming passes allow passengers to watch videos longer than 5 minutes in length streaming at 480p (for SD streaming passes) and 720p (for HD streaming passes) including content from popular sources such as Amazon Prime, Hulu, Netflix. Streaming passes require satellite access technology on the aircraft.

Onboard Portal

The Onboard Portal is a web-based presentation of the selected inflight connectivity and entertainment services available to your passengers. With innovative add-on features, your onboard portal connects passengers to the experiences they seek with tailored offerings that strengthen your brand every time a passenger boards the aircraft.

Connectivity Services

Built to Support Your Brand

Connect passengers and control the experience

The Onboard Portal is ideal for speedy implementation. This configurable web interface enables passenger access to available inflight services that may include internet connectivity, entertainment, account management, flight maps, and destination weather.

Standard Features

Design
Basic portal branding (airline colors, layout, and logos) is included

Language
Choose from an extensive library of languages.

Currency
Supports currency options from around the world

Merchandising
Choose from a variety of streaming, browse and message passes with flexible display options by flight, route, device, and much more.

Passes include:

- Full flight
- Time-based
- Recurring (monthly, annual)

Payment Options

- Credit cards: Visa, Mastercard, Discover, JCB and more
- Payment technologies: Apple Pay

Destination Services
Weather and flight map

Advertising
Available on pre-purchase and post-purchase pages. Standard Internet Advertising Bureau (IAB) ad types are supported including:

- Advertising: static content blocks, notifications and pre-roll

Permitted Listing

- Grants free access to websites so passengers can interact and engage with advertiser content prior to purchasing a Wi-Fi internet pass

Ad Targeting Capabilities

- Airlines or third-party partners can choose to advertise based on city pair (departure/arrival), destination (route), tail, device, day and time

Entertainment
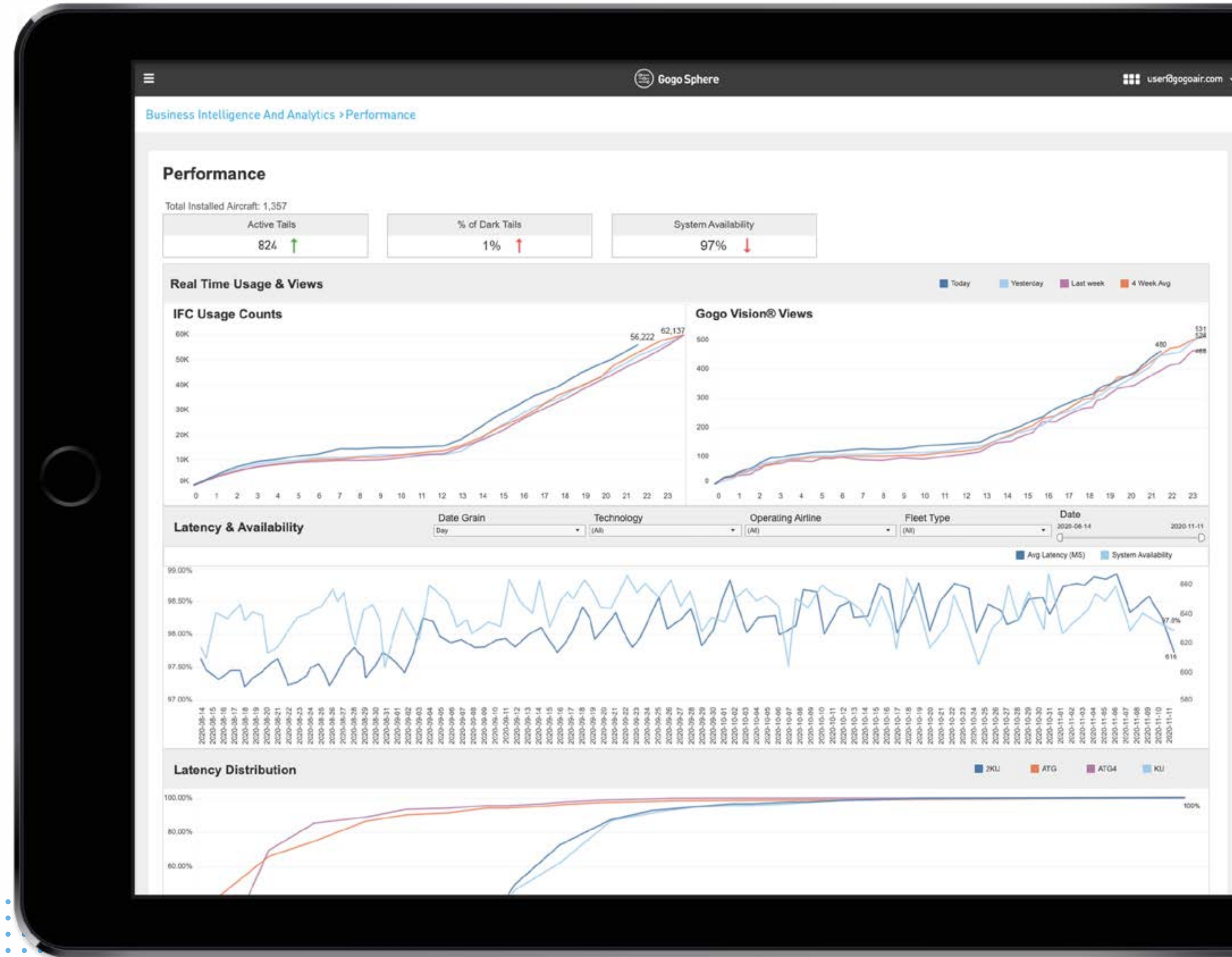
Inflight entertainment options

Applications and services

- Captive Portal
- Loyalty program integration
- App enablement
- HVC passenger entitlement
- Subscription and partner services
- Additional languages/currencies

Connectivity Services

Reporting and Analytics

Business Intelligence and Analytics (BIA) standard reports (accessible within a web-based portal for Intelsat tools and applications) include:

- Executive Summary: Snapshot view of all the metrics as of the last business day (includes system performance and network availability)

- Airline Maintenance: View details of fleet level tickets and configuration information (includes maintenance tickets and aircraft status)

Portal Manager

Create your own user experience. For airlines that want a higher degree of control over their brand and passenger experience, the Portal Manager can help you or a preferred portal development partner build your own interface.

Take full control of the passenger experience

Use the Portal Manager and Application Programming Interfaces (APIs) to build your own portal that's as unique as your brand. Intelsat also can connect you with preferred portal development partners who can help if needed.

Exposed APIs
Merchandise connectivity passes using APIs that allow you to tailor the passenger experience.

Virtual Test Environment
Develop, integrate, and test portal applications – even simulate an aircraft in flight – all from your office on the ground using Intelsat Test Flight, our virtual test environment.

Powerful Developer Tools
- API tools
- Airborne portal hosting
- Virtual server

Build the experiences you want your passengers to have
- Tailor inflight connectivity services around your airline brand
- Develop in-house or with third-party resources
- Create and manage your own portal release schedule
- Control all aspects of the passenger experience

Real-time reporting and analytics allow planning at a whole new level

8

IFC to Seatback Integration

Multiple IFE vendors are an industry norm. Integrating Intelsat connectivity with an existing seatback entertainment system can enable new possibilities like personalized seatback experience, real-time information, smart diagnostics and more.

Capabilities include

- Display low-bandwidth applications such as news, weather, stocks, destination information on the IFE seatback

- Offload IFE data (e.g., IFE logs and diagnostics) to ground servers

- Network and Systems Monitoring: Monitor aero networks, equipment, and Inflight

- Experiences at all times (24/7/365) through Intelsat's Network Operations Center (NOC)

- Live TV integration

Airline Benefits:

- Flexibility to work with multiple IFE and IFC vendors

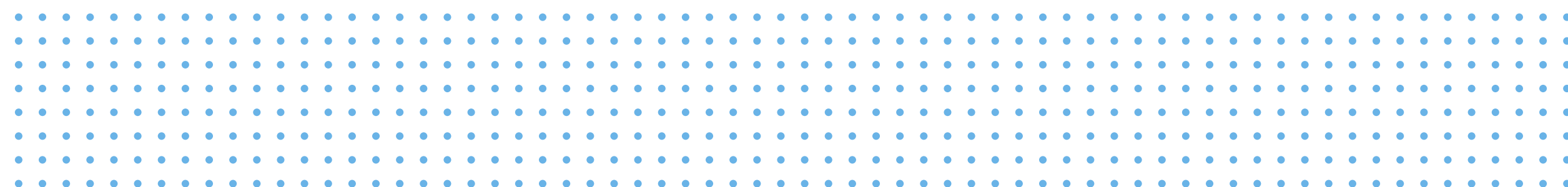- Manage higher value activities such as onboard commerce

IFE Provider Benefits:

- Standard software and hardware integration touchpoints minimize bespoke development

- Improved system maintenance and support through automated diagnostics

- Anticipate and react to system issues before they become passenger-facing

Add IFC to your existing IFE seatback systems with our IFC to Seatback Integration

IFC to Seatback Integration service allows passengers to access real-time information such as news, weather, stocks, and destination information from the seatback. Using standardized tools and an open architecture, our systems take the complexity out of integrating multiple IFE providers with embedded seatback display systems by standardizing connectivity and interconnection touchpoints between the IFE server and the IFC server.

Wireless Inflight Entertainment

Wireless Inflight Entertainment is one of the most widely deployed wireless IFE services on the market. Use the In-cabin Network to stream movies and TV shows to passenger devices without requiring an app or browser plugin. Meet the unique needs of your business with customizable content and features

Wireless Inflight Entertainment

Entertainment passengers want, tailored to your airline's needs

For passengers

- Hundreds of titles delivered directly to passengers' devices

- Advanced content discovery - search and filtering

- Full control of the viewing experience, including the ability to pause, rewind, and fast-forward

- Accessibility features for the visually and hearing impaired

- Gate-to-gate functionality

For airlines

- Wireless Inflight Entertainment (IFE) does not require inflight connectivity making it suitable for any aircraft

- Easily integrates into your airline's app

- Streamlined content process minimizes labor

- Airlines control the presentation and organization of content on the IFE storefront

- Pre-roll ads can be targeted by flight origin, destination and time

Reporting & Analytics

- Executive summary

- Passenger activity

- Product performance

An inside look at entertainment

1 **Tailored to your airline's brand**

Wireless Inflight Entertainment can be designed to fit your airline's brand — it can even be seamlessly offered within your airline's app.
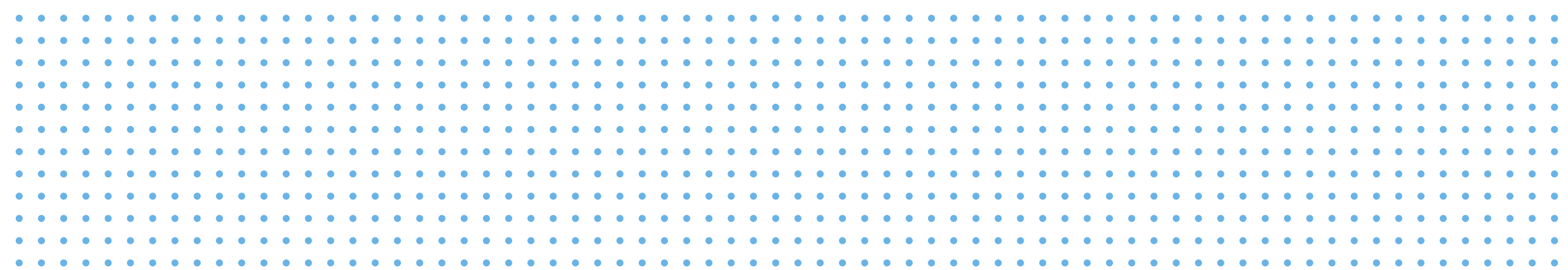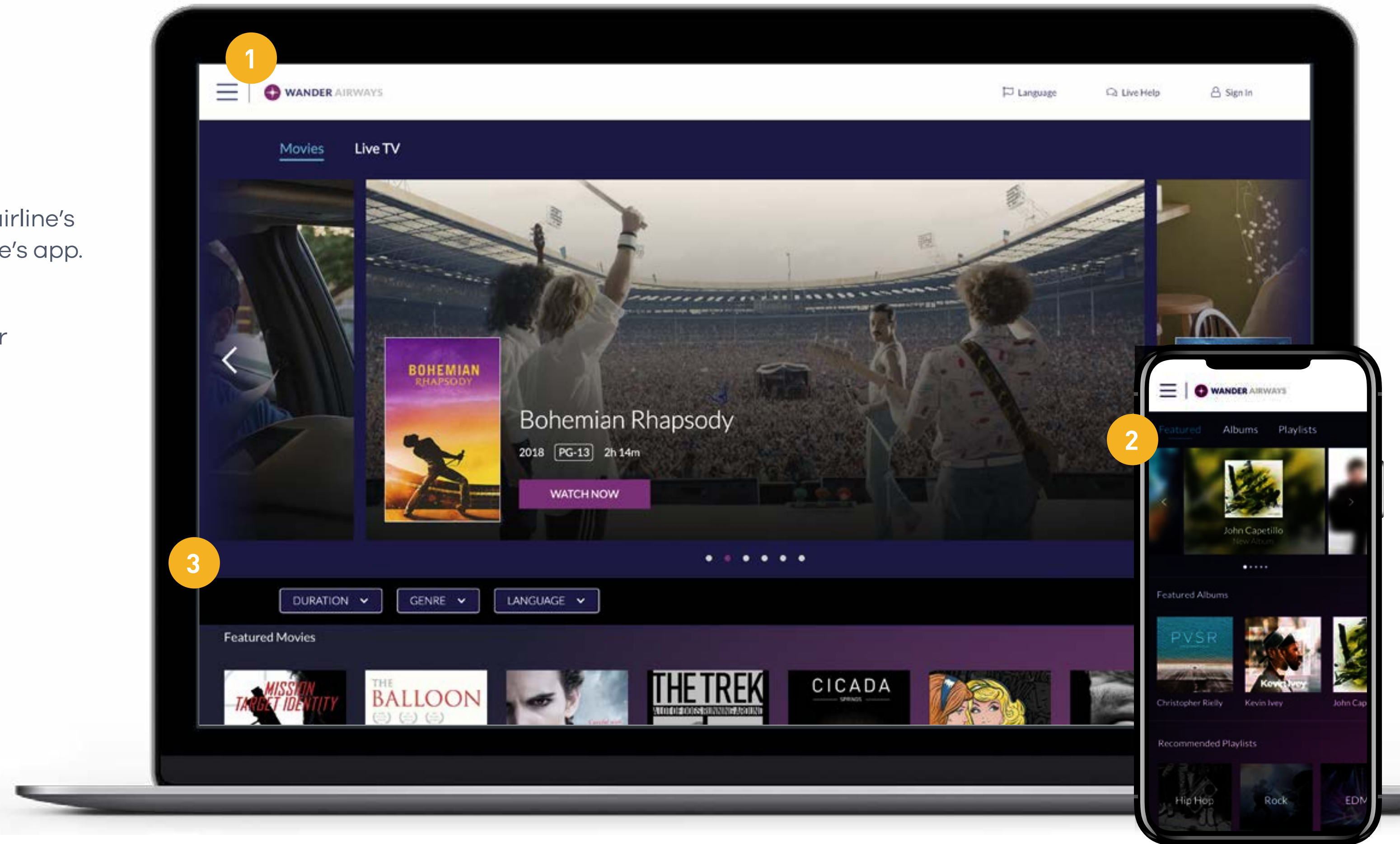
2 **Content types**

Intelsat works with your airline and Content Service Provider to integrate content into your solution.

- Movies
- TV shows
- Audio on demand
- Periodicals, magazines & guides

3 **Advanced content discovery**

Search and filtering

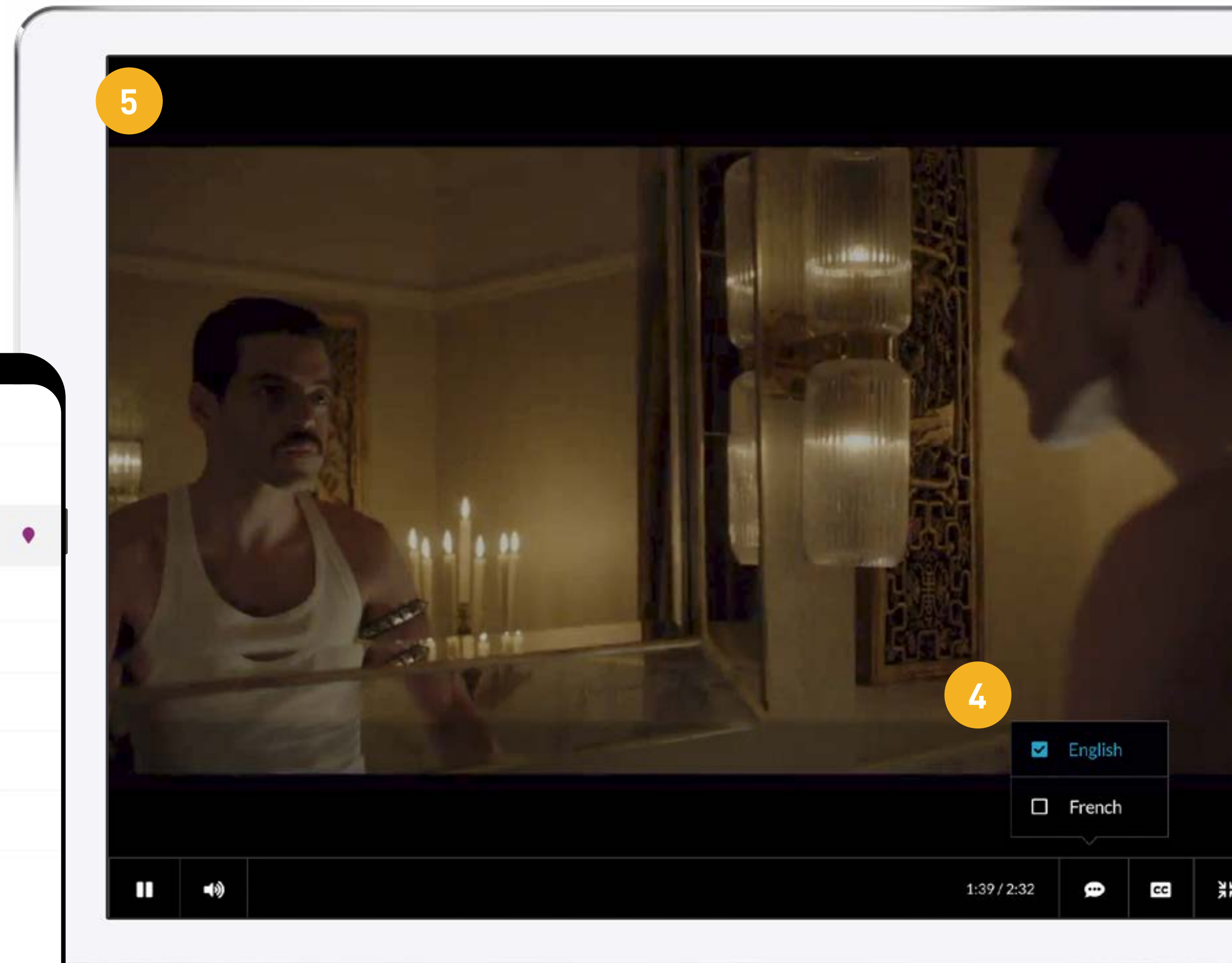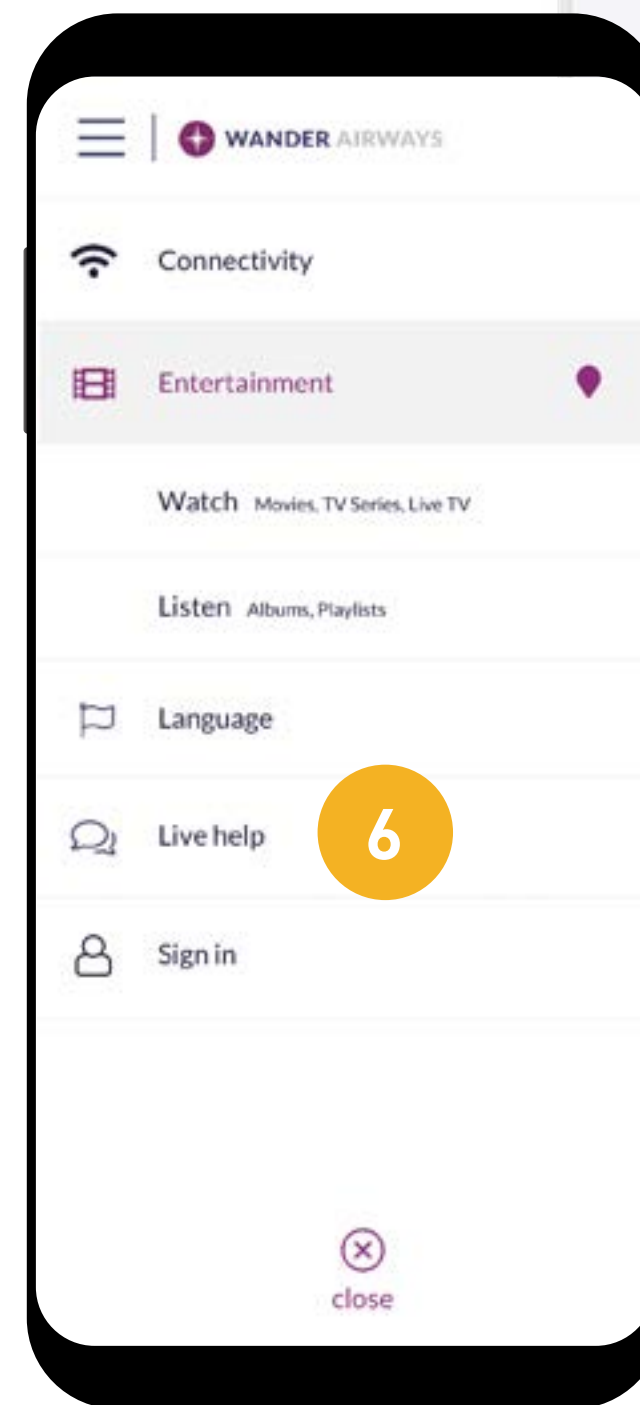# An inside look at entertainment (continued)

4 Languages

In the Wireless Inflight Entertainment video player, passengers can choose their desired language for multi-track audio or subtitles.

5 Digital rights management

Wireless Inflight Entertainment makes it easy for airlines to securely provide entertainment to passengers. Passengers can now play DRM protected content without installing a plug-in or app with Fairplay and Widevine DRM. Airlines can also seamlessly integrate a video player into their app if desired.

6 Multilingual customer care

Our expert team of multilingual customer care representatives is available to help passengers with any issues that might arise. For aircraft with connectivity, our 'Live help' chat feature is available 24 hours a day, 365 days a year.

Live TV

Live TV allows passengers to watch sports, news, and other live broadcast content on their own smart devices or on the aircraft's seatback system when IFE integration service has been completed. It offers passengers an inflight TV experience like they have at home.

Live TV made easy

Accessible - Passengers with any compatible smart device can view Live TV without having to download a video application. Live TV can also be integrated with embedded IFE systems, bringing a consistent entertainment experience to all onboard.

Intuitive - Live TV delivers sports, news, and entertainment from regional channels passengers recognize via a familiar channel guide interface.
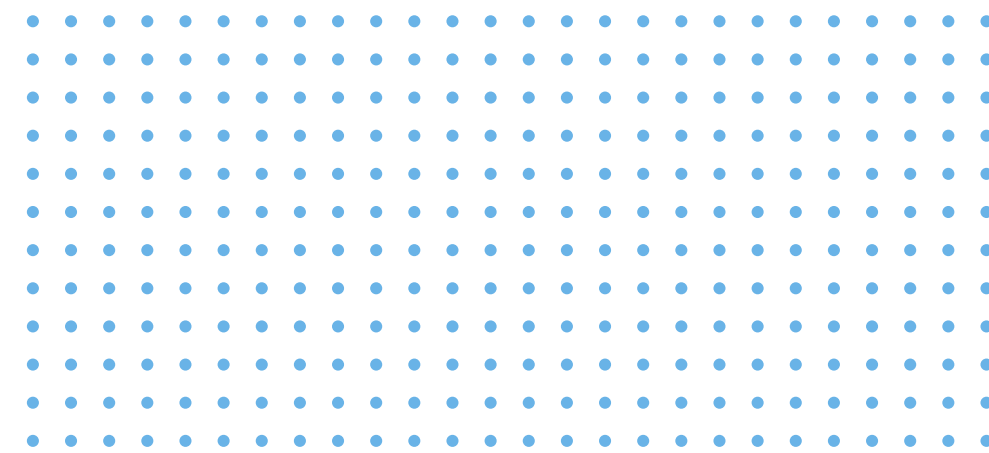
Efficient - High-efficiency video coding (HEVC) allows for live video streaming over SatCom with up to 40% greater efficiency than traditional IP-multicast solutions.

This leaves plenty of bandwidth for passenger connectivity, connected aircraft applications, and other services for pilots and crews.

In addition, Forward Error Correction delivers seamless television service during satellite beam switches and other flight dynamics that typically cause momentary outages lasting up to 30 seconds.

Tailored - Create a unique channel line-up based on the regions and destinations you serve, making your customers feel at home wherever they travel.

You can even change the order of the channel guide, default channel, or replace channels as you see fit.
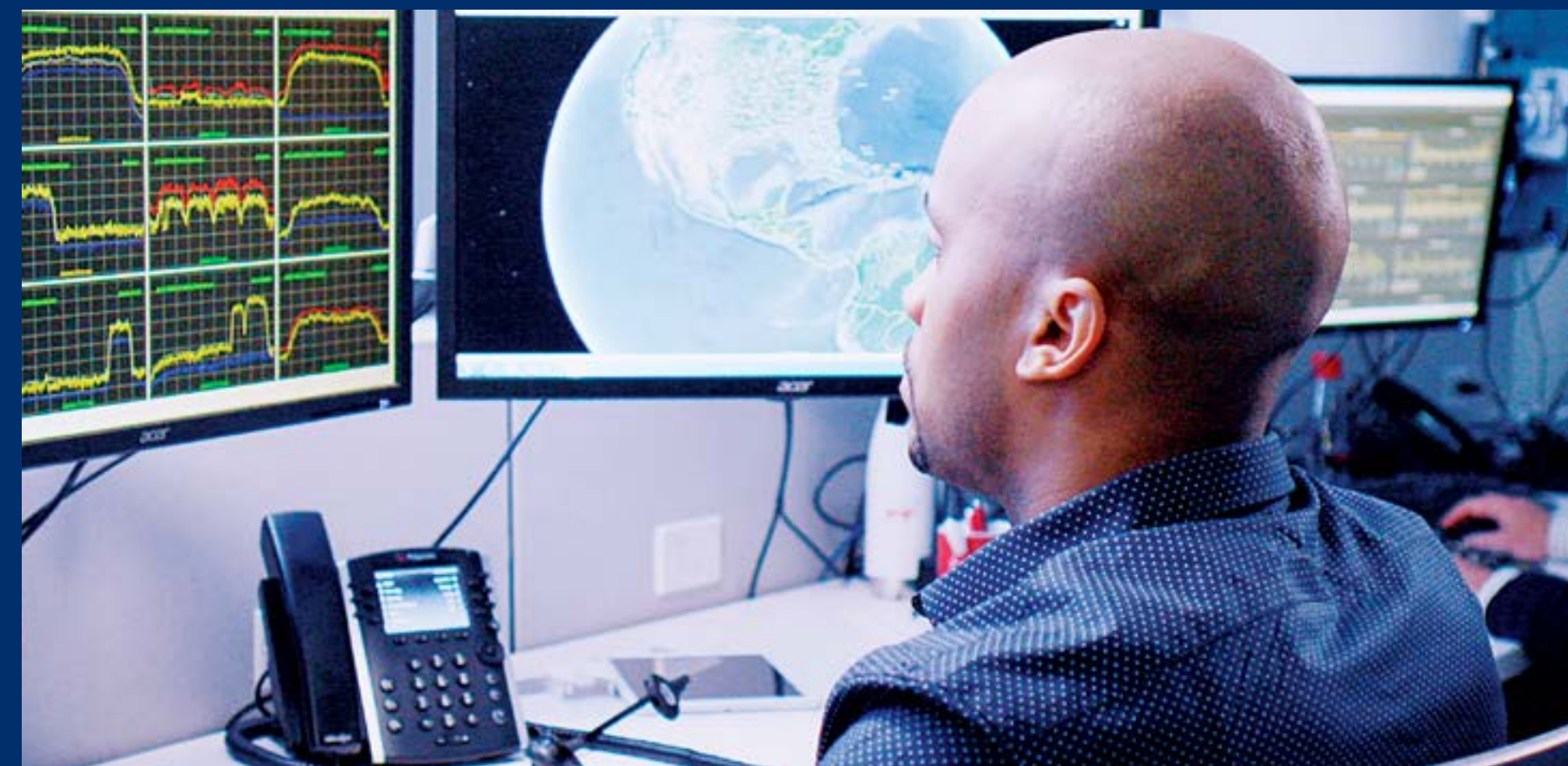
03 Operational Support

Intelsat is committed to full support and service for every fleet, everywhere around the world. We monitor our network performance 24/7/365 and offer real-time passenger care so every flight is as smooth as possible.
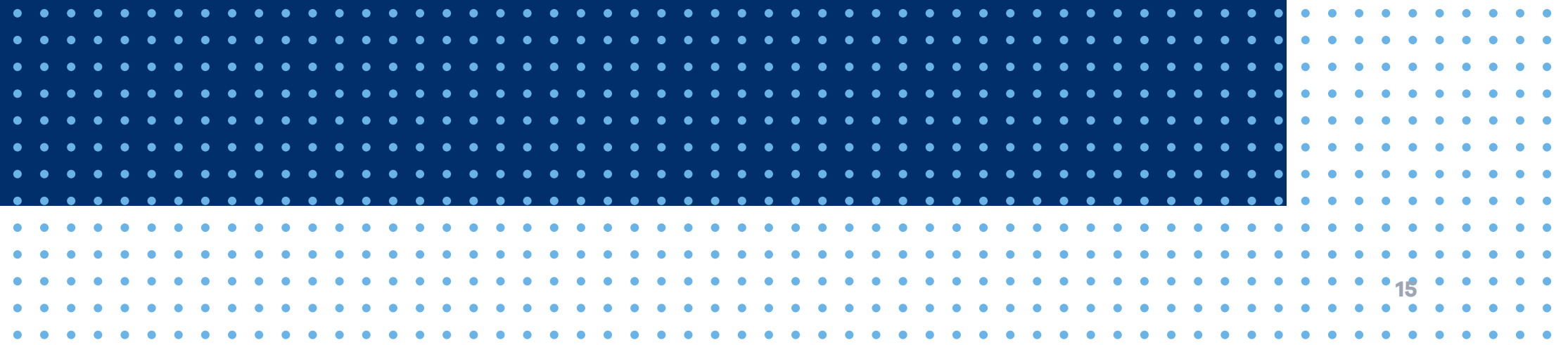

Customer Care

Assist airline passengers with issues or account questions on the ground and in the air around the clock – 24/7/365 – by Intelsat-trained, multilingual customer representatives. The multilingual 'Live Help' feature allows passengers to resolve issues as they occur with purchase, activation, and/or use in flight.

Network and Systems Monitoring

We monitor Intelsat Satellite and North American Ground Aero Networks, equipment, and data centers around the clock – 24/7/365 with Intelsat's Network Operations Center (NOC).
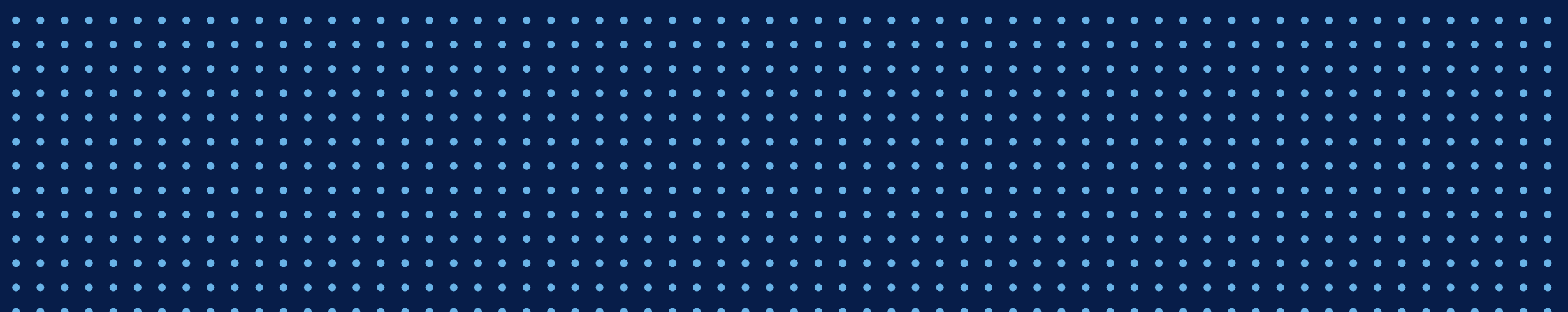
Ready for the Bold,
New Future?

Meeting the high expectations of passengers and delivering more business to your airline begins by exploring Intelsat's unifying network of tomorrow. Only Intelsat delivers the size, scale and advanced technology to drive this global unification. It's a leap forward in flexibility, scalability, and world-class passenger experience.

See how Intelsat can help you shape the future of connected air travel.

Speak with an Intelsat expert today.
Intelsat.com/FutureOfIFC

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