

# Passenger Portals

## Viasat Passenger Portal

**Create a dynamic inflight experience that's unique as your brand.** Viasat provides full-service development support for airline partners, including design, development, testing, on-going maintenance and enhancements. Coupling modern software development methodology with robust experience in developing passenger interfaces, Viasat works closely with each airline partner to deliver a high-engagement portal that represents their brand and aligns with their business goals.

### Airline designed

Ensure your passenger's digital experience is a seamless extension of your brand. A Viasat portal is open and extensible, making it freely customizable, no two portals are alike. Our developers work collaboratively with airline design and marketing teams to ensure the passenger portal is consistent with the airline culture and brand philosophy, employing airline-specific branding, color schemes, fonts and other visual features that articulate the airline brand.

### Rich portal content

Integrate a variety of rich portal content, beyond connectivity access and entertainment services, to engage passengers and meet business needs, including:

- › **Advertising and promotional content:** Integrate a wide variety of advertising placements to support promotion of airline services or third-party content, including carousels, ad tiles, banner advertisements, and portal interstitial ads.
- › **Flight information:** Present key flight information within the passenger portal, including: Time to Destination, Origin ICAO Code, Arrival ICAO Code, Flight Number, Flight Status

- › **Connectivity status:** Present status of connectivity services as well as the duration remaining for passenger internet sessions
- › **Weather information:** Present destination-based weather information in a graphical widget
- › **Passenger care:** Provide helpful passenger FAQs and integrated navigation to passenger support resources provided by Viasat or the airline.

### Responsive design

Passenger portals are designed using the latest web-development frameworks and automatically adjust to fit the viewer's screen-size. Designs are optimized for usability at common screen dimensions including laptop, tablet, and mobile.

### Multi-language support

Passenger portals can be configured to support multiple languages, with an easy-to-use language toggle that allows passengers to select from the airline's supported languages.

### Zero touch updates

Viasat's flexible software architecture allows portal updates to be delivered seamlessly over-the-air, minimizing aircraft out of service time and increasing the agility of product enhancements.

### Browser support

Viasat tests the end user experience with devices of commonly used form factors like smartphones, laptops and tablets with the current and previous major OS and browser version. In addition, older OS versions that have a market presence of 15% or higher are supported.

## Payment services

Viasat provides a ground-based payment system to support in-portal purchases, and currently supports the following payment methods:

### Digital Wallets

- › PayPal
- › American Express
- › Apple PayCredit Cards
- › Master Card
- › JCB
- › Elo
- › Discover
- › Hiper Card
- › Visa

## Frequent flyer and Personal Name Recognition (PNR) integration

Give passengers the ability to sign-in to your airline frequent flyer system from your airline portal, allowing them to pay for inflight services with points or provide complimentary access to specific tier members. Similarly, an integration with a Personal Name Recognition (PNR) system can be configured to offer complimentary access to valued passengers such as by cabin or passenger tier.

## Accessible design

Support the accessibility needs of all passengers. Viasat developed passenger portals are designed and configured to comply with WCAG2.0 accessibility standards.

## Analytics and reporting

Gain insight into passenger behaviour and make data-driven optimizations to your passenger portal with detailed portal analytics.

## Airline Built Portal

**Take full control of your portal experience.** Viasat supports integration with airline developed portals, providing API documentation and engineering resources to assist with implementation. Viasat's portal development environment is Docker based, simplifying and accelerating your development workflow. Viasat supports two primary models for airline developed portals:

- › **Airline developed portal, hosted on aircraft:** Airlines manage the development and on-going maintenance of the passenger portal within a Viasat provided development environment. Viasat deploys portal and subsequent updates to the aircraft.
- › **Airline developed portal, hosted on the ground:** Airlines manage the development and on-going maintenance of the passenger portal in an independent development environment, Viasat redirected passengers to the ground-based portal when connected to the SSID.

## Captive Portal

Captive portal functionality helps maximize passenger traffic to your portal and drives higher engagement with flight information, connectivity, entertainment, and sponsored content to passengers. When passengers connect to the aircraft SSID, they are presented with an airline branded "pre-portal" landing page and instructions on how to connect. Viasat supports a captive portal experience for all airline portals.

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