



ONBOARD ENTERTAINMENT

Wireless In-Flight Entertainment with data analytics, cloud-based content delivery and ancillary revenues



Viasat Wireless IFE (W-IFE) is more than an in-flight entertainment system that streams onboard content to passenger devices (BYOD—Bring Your Own Device).

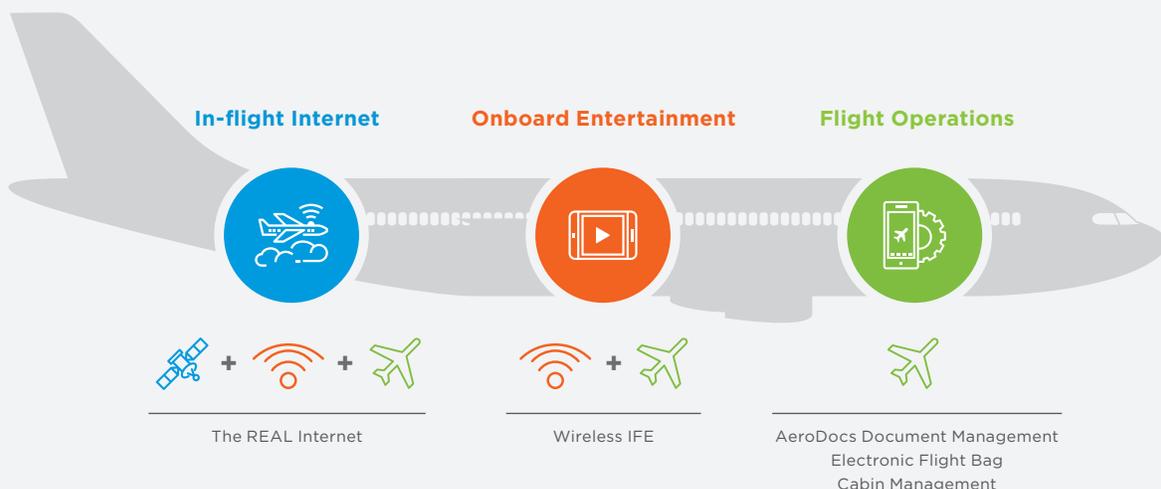
It is a platform that allows an aircraft operator to truly control and measure the passenger experience in real time to personalize the offering, maximize engagement and increase ancillary revenues.

The system can host a wide range of premium services such as streaming movies and TV shows, e-commerce, games, music, food and beverage choices, surveys, internet access (requires connectivity) and more. Passenger purchases are supported before, during and after the flight.

With wireless onboard entertainment and our award-winning in-flight internet, Viasat offers unparalleled content choice and service flexibility.

W-IFE AT A GLANCE

- » Entertainment, video and information platform
- » Studio-approved DRM system
- » Complete turnkey or modular system: software, hardware and content
- » Easy upgrade from W-IFE to full IFC; integrates into same hardware as Viasat in-flight connectivity system; no additional servers or wireless access points required
- » Powerful data analytics and cloud-based content management
- » Android, iOS, Windows device compatibility
- » Configurations available for connected aircraft and fleets that have yet to connect up



FLIGHTPATH TO CONNECTIVITY

The fully-connected aircraft is where data from flight crew, cabin crew, passengers and aircraft integrate and flow in real-time back to base over the Viasat satellite network. Wireless IFE is a key component of our Flight Path to the Connected Aircraft and the system integrates with multiple stages on the flight path.

ENTERTAINMENT ON DEMAND

Viasat W-IFE can stream movies, TV shows, music and other digital content to every passenger with minimal degradation in quality. Studio-approved DRM (Digital Rights Management) system provides content security. When your passengers need in-flight internet (IFC), the same hardware can be utilized for an integrated IFE/IFC system.

INFORMATION & ENTERTAINMENT

Deliver informational content including moving maps, destination content and more. The powerful rules-based engine allows content and information to be tailored by the airline.

ADVERTISING REVENUE

Create targeted banner, video pre-roll and response advertising (IAB format compliant) by origin, destination, phase of journey, loyalty program or demographic. Plus, you get access to detailed tracking and reporting.

CLOUD-BASED MANAGEMENT

Viasat W-IFE is cloud-managed, meaning content can be delivered and analytics data retrieved, over Wi-Fi and cellular networks while the aircraft is on the ground. When the aircraft is satcom-enabled, the same functionality can be managed in flight.

CUSTOM MOBILE APPS

Android and iOS mobile apps (standalone or embedded in an airline's own mobile app) provide access to the entertainment platform, or users can access content via a standard web browser on a mobile device or laptop. Passengers can download apps to access a range of personalized content before, during and after the flight.

ONBOARD ENTERTAINMENT: W-IFE

	Fully Connected Aircraft	Onboard Wi-Fi, no IFC
Onboard entertainment	✓	✓
Cloud-based data and content control	✓	✓
Supports airline BYOD (Bring Your Own Device) strategy	✓	✓
Moving map integration	✓	✓
Connect passengers to crew	✓	✓
Payment processing	✓	✓
Real-time payment processing	✓	
In-flight content and software updates	✓	
Real-time analytics, retail & ancillaries	✓	



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