



Inflight entertainment today & tomorrow

Understanding the trends shaping the passenger experience

Live Webinar

Tuesday, August 22, 2017

Welcome & housekeeping notes



- Webinar covering current and future trends in IFE
 - We discuss the options available in onboard inflight entertainment for your aircraft
- Want to ask a question?
 - All phones are muted during the webinar
 - To ask a question, use the chat function on the lower left side of your screen
 - Q & A at end of the webinar



Today's presenters



Ian Simpson
Product Manager
Gogo Business Aviation



Stephanie Cooper
Marketing Manager,
Business Jet Cabin
Rockwell Collins



IFE: 10 years ago

- IFE, or inflight entertainment
- Limited selection
- Stale content
- Non-flexible viewing options

IFE TODAY

Today's passenger expectations

- Passengers expect: a feature-rich, over-the-top experience and to remain entertained and informed while in flight.
- Driven by digital habits on the ground, and a need or desire to use their digital devices anywhere, everywhere.

Anxiety associated with: a general loss of connectedness; the inability to communicate with friends and family; the inability to access information; a loss of convenience.



NOMOPHOBIA

Nomophobia & connectivity fun facts



72% of U.S. citizens own a smartphone



57% have used their smartphone to do online banking



77% of smartphone users use their phone to avoid being bored



43% have used their smartphone to look up information about a job



72% of people state there is very little chance they will ever move more than 5 feet from their smartphone



75% of all Internet users use social media



62% of smartphone users have used their phone in the past year to look up information about a health condition

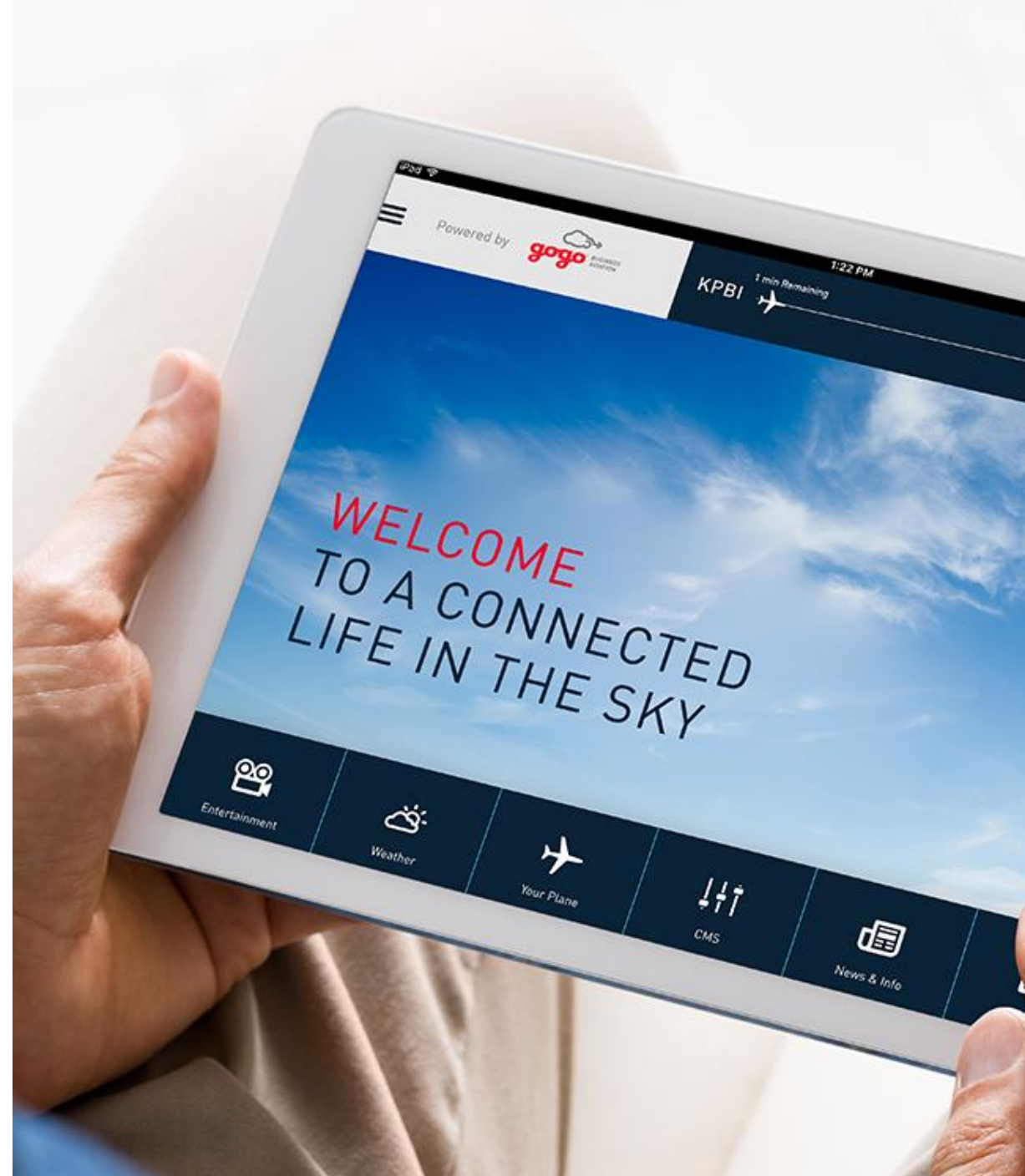


An average person checks their smartphone 110 times/day and the more addicted check 900 times/day

Business aviation & IFE

Who should consider IFE?

- Individual aircraft owners (businesses and private individuals)
- Corporate flight departments
- Charter operators



IFE in commercial aviation shapes industry

Introducing in-cabin Wi-Fi

BYOD

Passengers have the freedom to use their own devices for IFE

FLEXIBLE

Passengers expect more and more on their flights

BIZAV

Commercial-like experiences expected on private flights

IFE example: Gogo Vision usage stats



More than 90,000
unique title views per
day



5,000 daily flights
carry Gogo Vision
service



250 business aircraft
and **2600**
commercial aircraft



Gogo Vision reaches over
20 million passengers on
a monthly basis

TRENDS IN CONTENT

Trends in Content



Common use cases/viewing trends for different customers:

- Watch movies, TV, news clips, magazines – in multiple languages
- Access news clips, magazines, destination weather information
- Want flexible solutions that scale or a custom experience (such as, branded portal)

To stream or not to stream?

You can do it, but:

- It's expensive.
- Can the network actually support it?
- What does it mean to the rest of the passengers onboard?

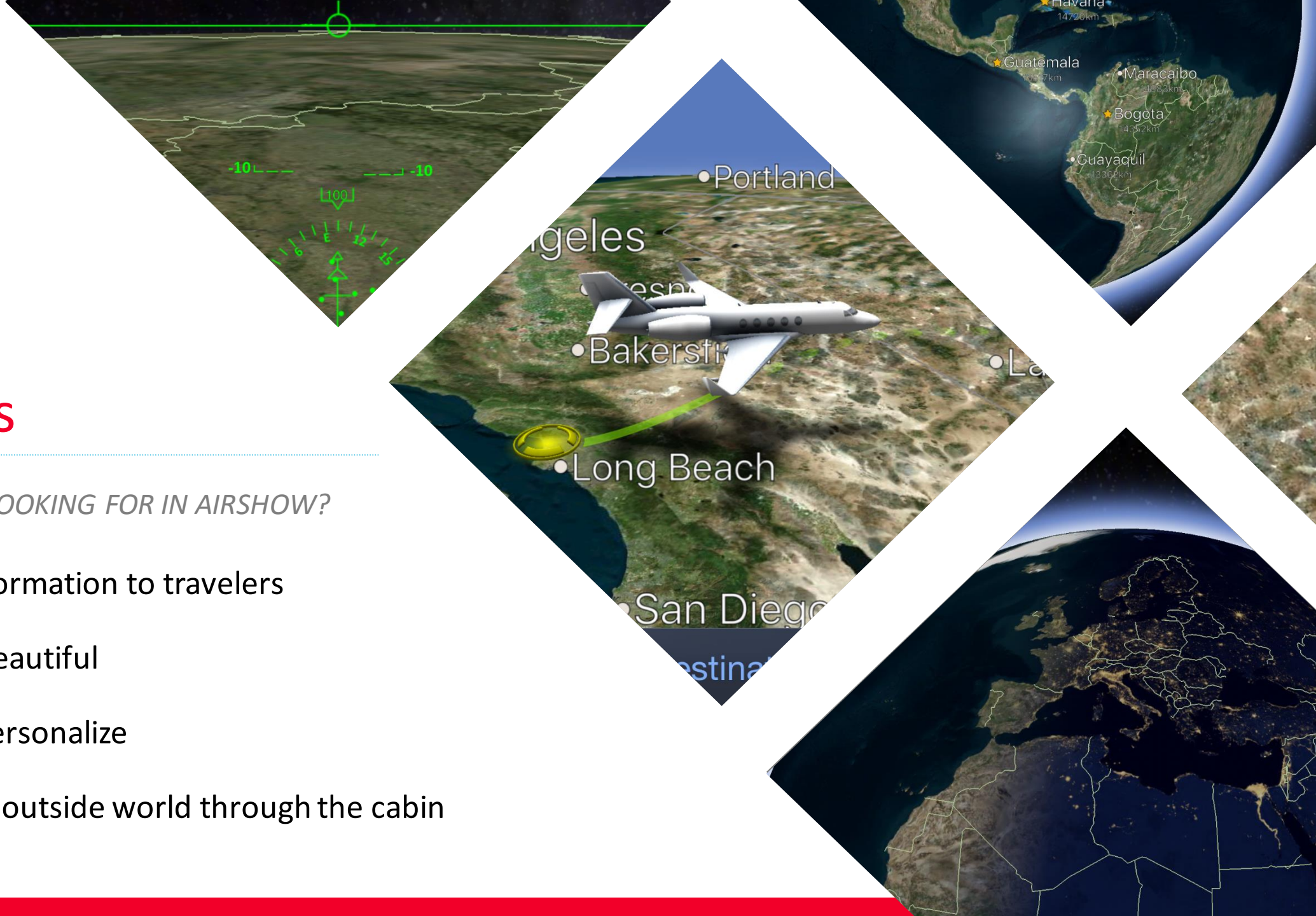


TRENDS IN MOVING MAPS & FLIGHT TRACKING

Map trends

WHAT ARE PEOPLE LOOKING FOR IN AIRSHOW?

- Provide key information to travelers
- Aesthetically beautiful
- Customize & personalize
- Connect to the outside world through the cabin



The future of maps



CONNECTED FEATURES

Destination City
Paris
Currently
Weather 16°C
Time in Paris
9:45 PM

| Sunday | Monday | Tuesday |
|------------|------------|------------|
| | | |
| H14°C L8°C | H14°C L8°C | H14°C L8°C |
| 80% | 65% | 5% |

Precipitation Forecast

Views
Total Route
Mid Flight
Overhead
Compass
World Clocks
Time Zones
Window Seat

Portland
Los Angeles
Bakersfield
Long Beach
San Diego
Outside Air Temperature -45.0

THEMED MAPS

CONTINUOUS POI ROTATION

LAS VEGAS 15 MINS
Las Vegas is an internationally renowned major resort city, known primarily for its gambling, shopping, fine dining, entertainment and nightlife. The Las Vegas Valley as a whole serves as the leading financial, commercial, and cultural ...

HOOVER DAM 42 MINS
NAVAJO COUNTY 59 MINS

Dinosaur Fossils (PaleoBio...)

Dinosauria
190.8-174.1 Million years before present

GEOSCIENCE POIs

FLYOVER ALERTS

The Grand Canyon
4 km

LA CONDESA
Cocktail Bars

WINK RESTAURANT
Fine Dining

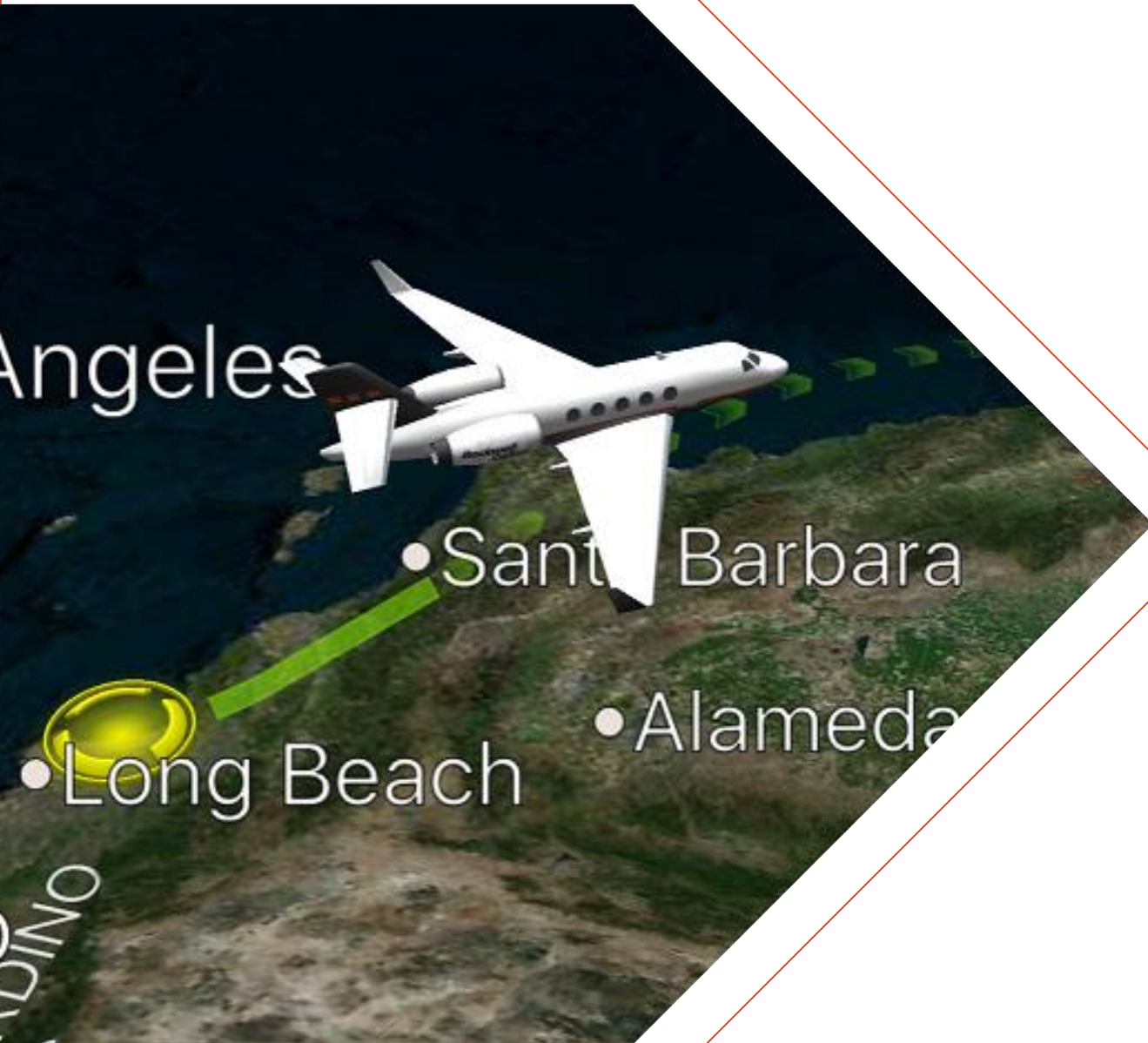
UCHI
Fine Dining

JUSTINE'S BRASSERIE
Restaurant

DRISKILL GRILL
Fine Dining

CASINO EL CAMINO
Resort & Nightlife

CITY GUIDES



Airshow Mobile 2

- Available on Gogo ATG Platforms (ATG 1000, 2000, 4000, 5000)
- Native 3D map apps for iOS & Android phones and tablets
- One time activation allows multiple users within a cabin
- Customizable to meet the exact needs of each customer
- Points of Interest (POI) data for cities around the globe
- Custom aircraft liveries available for purchase

IFE TECHNOLOGY

Today's IFE experience



Wireless, automated content updates to the aircraft via Gogo Cloud FBO



Transport Gogo Vision video stream to cabin monitors via GVPU



Gogo sources, encodes, and packages popular, studio-licensed movie/TV content



Wireless, automated content updates to the aircraft via STX 800



Gogo creates a rich, immersive IFE experience with the Gogo Vision application



Gogo re-creates the "at-home" or "living room" experience for content playback/streaming

What type of IFE solution are you looking for?

- Carry-on vs. permanently installed
- Content updates
- Device streaming capabilities and limitations
- Licensed content vs. bring-your-own

How do Gogo IFE products compare?



- A permanently installed solution with the flexibility of a carry-on
- Easy-to-use content updates delivered monthly
- Streaming support that exceeds passenger expectations
- Licensed content from Hollywood's hottest studios

Wireless and automated content updates

- No hassle with manual USB updates
- Leveraged / located at participating FBO locations around the globe
- Available in own hangar with necessary equipment

World-wide Gogo Cloud locations



USA

- | | | | |
|------------|-------------------------------|------------|--------------------------------------|
| APA | — Centennial | MSP | — Minneapolis, St. Paul |
| BOS | — Boston | PBI | — West Palm Beach |
| DAL | — Dallas | PDK | — DeKalb-Peachtree |
| HPN | — Westchester (White Plains)* | SFO | — San Francisco |
| IAD | — Washington, Dulles | SJC | — San Jose |
| LAS | — Las Vegas | TEB | — Teterboro (West & South Locations) |
| MCO | — Orlando | VNY | — Los Angeles, Van Nuys |
| MDW | — Chicago, Midway | | |

**Operated by Executive Jet Management.
All other US locations are operated by Signature Flight Support.*



France

LFPB — Paris-Le Bourget (*JetEx*)



England

EGLF — UK-Farnborough (*TAG Aviation*)
EGLC — UK-London City (*Jet Centre*)



Rich, complete experience

- Studio-licensed content
- Moving maps and flight info display
- Destination weather information
- Up-to-date news clips
- And, more!

Direct to device or monitor

- Stream movies & TV shows on personal devices or aircraft cabin monitors

WHAT'S NEXT?

IFE: the future & beyond

- Machine learning & AI
 - *“...to fulfill even the unexpressed wishes and needs of our guests.”* - Ritz Carlton credo
- Content expansion and customization
- Leverage our infrastructure investment
- Utilize ground-based trends & expansions in technology to our advantage

Thanks for attending!

Any questions?

