



***Lower-Cost Passenger
Entertainment / Connectivity Systems***

**How Passenger In-Flight Connectivity (IFC) Can Boost
Your Airline's Profit**



New & Profitable Options in Pax Connectivity...

- Installing a SATCOM antenna & interior pax connectivity system on an Airbus, Boeing & other aircraft used to be very costly
- Along with our associates **XFLASH Systems** has developed new options (regulator-certified) allowing installation & operation of **much lower-cost equipment**

Satcom passenger messaging systems start at \$30-50 thousand, per aircraft





Expensive Satcom Systems?



- Many of today's satcom systems try to replicate internet speeds & services found on the ground, however results are often slow, expensive (\$500,000+) & frustrating
- We offer low-cost airlines many capabilities of expensive satcom systems, reliably and without the high installation & data costs

Our satcom passenger messaging systems start at \$ \$30-50 thousand, per aircraft

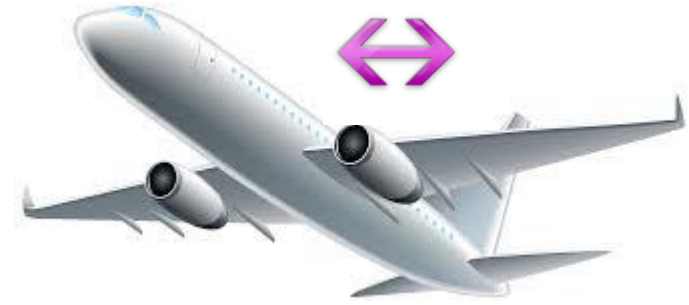


A Variety of New Options

Internal Entertainment Server – no pax messaging



Pax messaging +



Internal Entertainment Server – with pax messaging

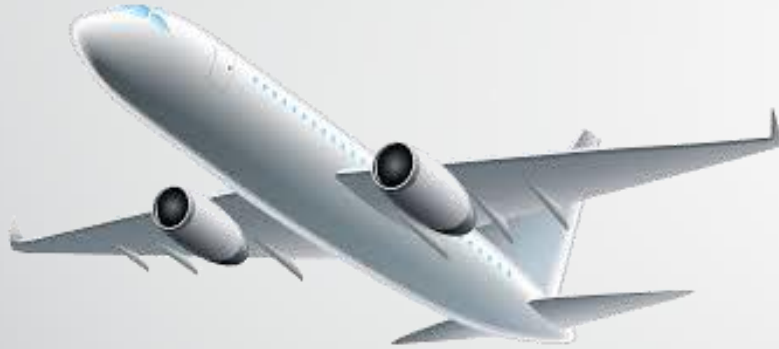


High Speed Satcom – full connectivity





Internal Entertainment Server – no external services



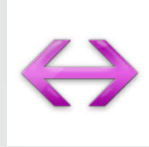
- Low-cost option
- Streaming passenger entertainment
- No messaging

Cost: \$50 thousand, per aircraft



Pax messaging + ; full-time connectivity

Cost: \$30-50 thousand, per aircraft



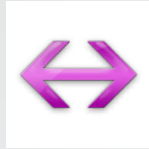
- Low-cost satcom option
- Pax messaging (WhatsApp, Facebook, SMS, Email)
- Limited pax entertainment
- Can be ad-supported; airline shares in ad revenue

Plus, if airline chooses;

- Cockpit communications & ATC requirements
- Aircraft monitoring



Internal Entertainment Server – with pax messaging



- Low-Medium -cost option
- Streaming passenger entertainment
- Messaging included

Cost: \$60-70 thousand, per aircraft



High-Speed Satcom



Along with systems from **ViaSat** & others, **Xflash Systems** offers lower-cost systems that perform all these passenger functions & more;

- WhatsApp, Facebook Messenger chat
- SMS, Text communications
- Email, Web-browsing

Plus, if airline chooses;

- Cockpit communications & ATC requirements
- Aircraft monitoring

Cost: \$500-700 thousand, per aircraft



High-Speed Satcom (streaming data)

Typical, large satcom system;

- antenna, mounting & interior electronics = **\$1,000,000+** (one million dollars)



Lower-cost, fully-capable satcom system;

- antenna, mounting & interior electronics = **\$500-700,000**
- **bulk equipment discounts** for 20+ aircraft installations
- smaller, sleeker, cheaper; **does all that passengers want** (& increasingly demand) for in-flight connectivity





How Your Airline can Increase Revenue



Assumptions;

- 25% of passengers choose in-flight connectivity
- 170 seat aircraft & 80% load factor
- 5 sectors a day, 300 days a year
- \$5 charge for connection

Additional yearly revenue (per aircraft) = \$255,000

34 pax/flt x 1500 sectors/year x \$5

We believe these estimates are conservative & actual usage rates can be higher, with encouragement from the airline



Other Benefits



Makes your airline more appealing vs. competition & airline can require passenger to download you airline's dedicated app, enhancing;

- Airline marketing opportunities via app, even when passenger is on the ground
- No in-seat equipment required (uses pax own device)
- Coupons on mobile device & other tools to encourage passenger repeat-business on your airline
- Additional, non-connective-related sales for your airline (passenger downloads app to communicate on board and is exposed to offers for; seat-sales, duty-free sales, seat upgrades & other revenue-enhancers)

Who We Are



- Airline problem-solvers with over 100 years of combined airline & air force experience
- 35+ years of combined services to Emirates in Management & consulting roles & history of system implementation success
- Communications, advanced navigation, policy-procedures & more

Next Steps...

- You tell us which features you may be interested in
- With your permission, we perform a fleet study to confirm installation & operation costs

