

**BROADBAND THAT BUILDS
STRONGER, DEEPER
PASSENGER RELATIONSHIPS**
BRING IT 

inmarsat
aviation 

The demand for reliable, high quality inflight broadband has never been higher. GX for Aviation creates the platform for airlines to launch service innovations that drive value and build deeper passenger relationships.

Over 90% of worldwide passengers say they want to go online, on board. More than half would choose inflight Wi-Fi over an inflight meal*.

HIGH-SPEED WI-FI WILL REVOLUTIONISE AIRLINE PASSENGER SERVICES

High quality broadband in the sky will transform passenger experience. Flight times feel shorter with access to internet, social media, messaging, live TV and streamed entertainment.

For leisure passengers it's airborne anti-boredom, for business travellers, being more productive while they fly. And for airlines, this revolution creates potential for differentiation, customer satisfaction, market share and loyalty.

As many as 83% of passengers say they'd select a carrier based on the quality of its Wi-Fi service.

DIGITAL TRANSFORMATION AT 35,000FT

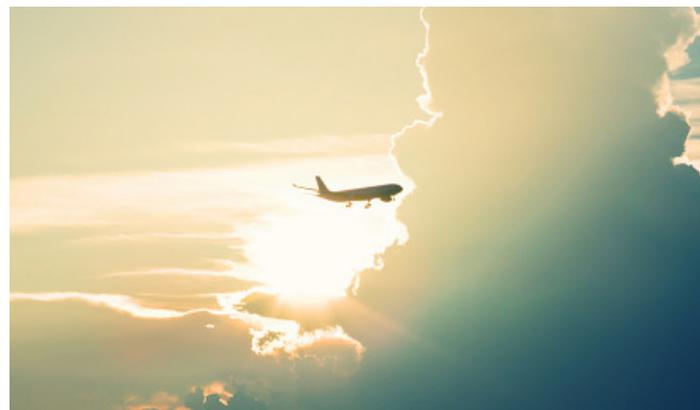
The real opportunity isn't just connectivity itself, it's the connected services that rely on it. Consistent, always-on broadband unlocks rich new revenue streams for airlines.

First there's the value of Wi-Fi purchase. But beyond inflight internet there are new, more flexible entertainment models; expanded e-commerce and inventive brand partnerships; passenger interactivity that means more personalised services, targeted advertising and data monetisation. All accessed via an airline application that connects pre-flight to inflight to valuable repeat customer.

The connected cabin is at the forefront of digital transformation. To make the most of the opportunity airlines need an experienced partner wholly focused on the needs of the aviation industry.

THE VALUE OF INFLIGHT WI-FI

- Flexible purchase models, pre- and inflight
- New entertainment services, bespoke and dynamic content
- Expanded e-commerce, affiliate revenues and brand partnerships
- Targeted advertising and passenger data monetisation
- Deeper passenger relationships through digital transformation
- Enhanced customer satisfaction, loyalty and brand reputation
- Inmarsat Passenger Inflight Wi-Fi Survey 2015-16, 9000 respondents interviewed across 27 countries.



GX FOR AVIATION – RELIABLE, HIGH QUALITY, GLOBAL BROADBAND

The world's first truly global, high-speed broadband service from a single, trusted partner, GX for Aviation offers unrivalled capacity across worldwide flight routes. It's the product of Inmarsat's 25-year experience as a service provider, on board over 200 airlines around the world.

WORLDWIDE WI-FI, NO DROPOUTS

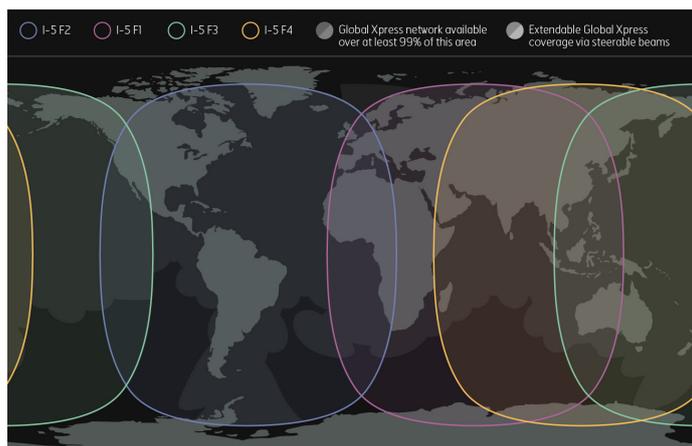
GX for Aviation offers uninterrupted Wi-Fi worldwide – powered by Global Xpress, the only global Ka-band satellite network, owned and operated exclusively by Inmarsat. Global Xpress consigns to history the makeshift patchwork services that have disappointed passengers and frustrated the aviation industry for years. Consistent performance, with no dropouts between satellite beams, means consistent broadband from start to finish of every flight.

AIRLINE-SHAPED BROADBAND

GX for Aviation is uniquely engineered to meet the needs of airlines and their passengers today. Highly efficient spot beams provide a foundation layer of global coverage designed to serve a mobile audience. Global Xpress' unique steerable beams then redirect and add capacity precisely where airlines need it most, across the busiest airport hubs and traffic hotspots.

And because every airline has priorities, our services can be customised to meet specific operational needs.

WORLDWIDE COVERAGE WITH GX FOR AVIATION



This map depicts Inmarsat's expectations of coverage, but does not represent a guarantee of service. The availability of service at the edge of coverage areas fluctuates depending on various conditions.

ADVANCED ON BOARD HARDWARE

To connect to GX for Aviation, state of the art, lightweight Honeywell JetWave components ensure maximum throughput to the cabin at competitive installation and operating costs.

SCALABLE FOR THE FUTURE

As demand inevitably grows, so will our capacity, making Inmarsat a future-proof partner. GX for Aviation offers upgradeable bandwidth to adapt to changing requirements and maximise capital investment – backed by a contractual guarantee of continuous improvement in network performance and bandwidth economics.

With confirmed investment, innovative new networks and further hardware advances, there's a technology roadmap to rely on.

And to put this technology to work for our customers we're helping airlines develop the services and applications that will set them apart today and long into the future.



A NEW SOLUTION THAT'S TAILORMADE FOR EUROPE

Set to enter commercial service in 2017, the European Aviation Network is the world's first hybrid connectivity solution, designed specifically for busy European airspace.

Combining Inmarsat satellite communications with a complementary Deutsche Telekom air to ground network, it will offer a uniquely scalable, high capacity, cost effective solution for European aviation.

INMARSAT – YOUR COMPLETE CONNECTIVITY PARTNER

Inmarsat can provide aviation customers with a complete managed connectivity solution, from installation and bandwidth, to ISP services and passenger interface platforms.

TO LEARN MORE ABOUT THE EUROPEAN AVIATION NETWORK PLEASE CONTACT:

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