Press release

Lufthansa Systems expands partner network for BoardConnect

Airlines now have even more flexibility in providing inflight entertainment

Raunheim, October 24, 2016 – Lufthansa Systems today announced that it is expanding its partner network for the BoardConnect inflight entertainment platform. Airlines can now choose from a wide range of well-known partners in the fields of entertainment, infotainment and ancillary revenues. Growing competition is forcing airlines to set themselves apart from their competitors. Inflight entertainment is an important area in which to do this. Thanks to its open software architecture, BoardConnect from Lufthansa Systems offers tremendous flexibility, so partner offers can be easily integrated into the platform.

"Our large partner network enables airlines to customize their inflight entertainment platform. This means they can tailor their offer to the needs of their target group, which ensures satisfied passengers and brings in additional revenues for the airline," said Norbert Müller, Senior Vice President BoardConnect at Lufthansa Systems.

Lufthansa Systems and Touch Inflight Solutions are pleased to announce the appointment of Touch as Lufthansa Systems' preferred content service provider for its content streaming services. The focus of the partnership is to provide individual services to airlines and fleets without IFE as well as to low cost carriers. With this partnership, Lufthansa Systems is able to offer a one-stop IFEC shop for its aviation customers, including a content offer that adapts to customer needs.

"We are able to provide a compelling end-to-end solution that includes affordable and rapidly deployed hardware, effective content options and management all the way up to technical and operational support" said Müller. As part of the deal, Touch will develop a customized content solution for BoardConnect clients. "We work closely together with Lufthansa Systems and the distributors to be able to fulfill the needs of Lufthansa Systems and its customers" said Joe Carreira, Managing Director for Touch.''

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In the area of music entertainment, Lufthansa Systems is cooperating with Napster. Passengers can use editorially prepared playlists from the music catalogue on board of the aircraft. On the ground, Napster provides all passengers with an exclusive offer that allows them to use the content anywhere as a regular customer. Companies such as Waves, Fraunhofer and 3D Sound Solutions ensure high sound quality and variation in the audio program.

Passengers can also enjoy engaging HTML5 games from G.U.E. Tech as well as high quality digital magazines from Media Carrier or Zinio. Bulls Press offers a great variety of information about celebrities, royals, fashion and style, traveling, lifestyle, food and art as well as kids content like puzzles, comics, eLearning or eBooks. Part of our new content offering is The QYOU, which provides half-hour and hour long shows targeting older millennials, made from stunning short videos curated from the world wide web. The partner for licensing of Hollywood movies, TV series and local content is Touch.

One new infotainment feature is GoGobot, an application that provides high-quality individual recommendations for a passenger's destination based on personal preferences. A Look At Media produces "destination-specific" videos that allows passengers to explore the city they are flying to, before they even land. Passengers can learn about excursions, restaurants and shopping areas, as well as nightlife and entertainment. Airport Guides from Airguide provide arrival information, such as gates, shops and restaurants at the airport.

With Epteca, a new partner in the field of ancillary revenues, airlines can show their passengers individualized information from the time they start researching a trip, through the booking process, all the way to the journey itself. Ancillary revenues are passenger services that bring in additional revenue for both the airlines and their partners. Besides booking options for hotels, tourist attractions and tickets, this includes new and enhanced advertising opportunities.

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BoardConnect and collaborations with partners such as Gruner + Jahr enable the high-quality integration of advertisement into the digital inflight entertainment program. Other Lufthansa Systems partners include PXCom and RIM, who explore new horizons with destination information and on-board sale.

The BoardConnect platform is flexible to install and use as well. Thanks to streaming technology, passengers can stream entertainment content with their own tablets or smartphones during a flight. Along with BoardConnect, which is permanently installed in an aircraft, Lufthansa Systems offers BoardConnect Portable, a more affordable and flexible solution that makes rollouts even for entire fleets quick and easy.

You can find more information about BoardConnect here:
https://www.lhsystems.com/solutions-services/flight-entertainment

Caption (Copyright: Manfred Nerlich): Partner offers can be integrated easily into the BoardConnect inflight entertainment platform of Lufthansa Systems.

About Lufthansa Systems
Lufthansa Systems GmbH & Co. KG is a leading airline IT provider. Based on long-term project experience, a deep understanding of complex business processes and strong technological know-how, the company provides consulting and IT services for the global aviation industry. Over 300 airlines worldwide rely on the know-how of IT specialists at Lufthansa Systems. Its portfolio covers innovative IT products and services which provide added value for its customers in terms of enhanced efficiency, reduced costs or increased profits. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems has offices in 16 other countries.

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