

ONAIR BACKGROUNDER

THE LEADER IN GLOBAL ONBOARD CONNECTIVITY SOLUTIONS TO THE AIR AND MARITIME TRANSPORT INDUSTRIES.

ONAIR HELPS TRAVELERS STAY CONNECTED.

According to recent research, 92% of business travelers and 81% of leisure travelers carry a mobile phone or device smartphone while travelling. Given the opportunity, more than 94% of these passengers say that they would answer calls during a flight, and more than 78% say they would make calls and send emails during a flightⁱ. In addition, among passengers who have recently used OnAir inflight communications services on selected flights around the world, some 93% would like to see the services available on every flightⁱⁱ.

There's no doubt that there's a demand for inflight passenger communications. In fact, with the growing use of smartphones and BlackBerry-type devices—shipments of which totaled 38M in Q2 2009 aloneⁱⁱⁱ—this demand is expected to accelerate even further. According to a 2008 survey sponsored by Airline Business & SITA, between 42-44% of European airlines will take advantage of this demand by offering some form of onboard mobile telephony in the next one to two years.

The leader in global onboard connectivity solutions to the air and maritime transport industries

Founded in 2005, OnAir is owned by SITA and Airbus—two organizations with solid roots in the aviation industry and an excellent understanding of onboard connectivity services.

SITA, the airline-owned provider of IT solutions and communications services for the air transport industry, offers OnAir a wealth of experience and expertise with satellite communications. Airbus, one of the world's leading aircraft manufacturers, provides in-depth knowledge of the aircraft and supports OnAir in the required aircraft certification process with aviation authorities.

OnAir has operated more than 112,000 fully connected SwiftBroadband flights to date to 282 cities, connecting passengers from 72 countries across Europe, the Middle East, North America and North Africa. The company has signed agreements with 23 airlines worldwide.

The company is currently the *only* inflight communications provider that:

- Is selected in 4 of 5 continents.
- Has commitments from carriers for both long- and short-haul flights
- Serves both premium and low-cost airlines
- Is available for both private (VIP and corporate jets) and commercial airlines
- Serves the maritime industry, with the first cruise ship connected with Mobile OnAir

A growing number of airlines either currently offer OnAir inflight communications services or plan to offer them in the near future. These include Afriqiyah Airways, AirAsia, AirAsia X, Airblue, British Airways, EGYPTAIR, Kingfisher, Hong Kong Airlines, Libyan Airlines, Oman Air, Qatar Airways, Royal Jordanian, Shenzhen Airlines, TAM, and Wataniya Airways. OnAir also serves private and governmental customers and has partnerships with the Airbus Corporate Jets Centre, ACC Columbia Jet Services and Jet Aviation.

Helping travelers stay connected

Whether it's making time-critical business decisions in turbulent markets, calling home to say goodnight to the children, or handling travel arrangements on the move, OnAir helps travelers stay connected.

OnAir is ideally suited for travelers' preferred communications tools such as mobile phones, smartphones and laptop computers.. Passengers can connect their mobile phone or smartphone to the onboard cell network to to make and receive calls; to send and receive text messages; and to exchange emails in real time. Alternatively, passengers can connect their laptop computer or handheld device to the onboard WiFi network to access the Internet and corporate networks (VPNs).

Enabling airlines to innovate and drive operational efficiencies

OnAir enables airlines to innovate through new types of enhanced passenger services and ancillary revenue streams.

Airlines that fly with OnAir differentiate their service offering while increasing loyalty and satisfaction among premium customers. More than 75% of passengers who use mobile voice and text services, and more than 90% who use mobile email services are frequent business travelers. Inflight communications services offer great appeal to these passengers who use them to 'stay connected with family and friends' and 'settle urgent matters.'

As the pace of business accelerates and the airline industry becomes increasingly competitive, airlines equipped with OnAir solutions gain a significant differentiator. They also gain ancillary revenue—both by receiving a share of the communications revenue and by leveraging inflight connectivity to offer new value-added services for passengers.

For instance they can secure extra commissions from entertainment companies by offering mobile vouchers for event & transportation tickets. .

Airlines can also leverage the onboard mobile service to enhance and personalise customer service. For example they can text Welcome messages to passengers; provide updates on weather & traffic at destination; send information about connecting gates & flight changes.

Operating a fleet of 'connected aircraft' also delivers real operational gains on several fronts. With real-time connectivity, crews can access email during the flight for planning, reporting & logistical purposes. Defects can be reported in real time, ensuring quick repair upon landing. Engine manufacturers can gather real-time detailed engine data to drive enhanced performance. One in two medical emergency landings can be avoided through real-time telemedicine. Credit card fraud can be reduced through real-time authentication, enabling the airline to sell higher-value goods on board.

Offering the industry's most advanced technology for mobile communications

OnAir services use a GSM (Global System for Mobile Communications) and GPRS (Group Packet Radio System) network—the world's most widespread infrastructure for international mobile communications. It's also the world's most popular network

infrastructure with some 3.6 billion users in 212 countries—representing approximately 80% of the global mobile marketⁱⁱⁱ.

OnAir is also the only inflight communications provider to use Inmarsat SwiftBroadband 4th generation satellite services—the world’s most sophisticated commercial network for mobile voice and data services. These services deliver high-speed, high-capacity voice and data communications with seamless global coverage designed for highly mobile terminals, from a single provider.

Available now—around the world

Inflight communications services from OnAir are available now. In 2010, the company expects to have 12 airline customers operating the service, spanning Asia, the Middle East, Europe and South America, as well as eight different corporate/VIP aviation operators and one maritime customer.

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i Prodata research for OnAir, April 2006, based on interviews of more than 2,400 passengers on regional flights at three airports: London Heathrow, Paris Charles de Gaulle and Hong Kong International.

ii Survey conducted by Royal Jordanian Airlines, 2009.

iii Canalys, August 17, 2009 : ‘Smart phones defy slowdown’

lvi Wireless Intelligence