



Gogo[®] Entertainment

Live programming and wireless IFE



The future of inflight entertainment has arrived

In the past, embedded IFE systems were the only way to deliver inflight entertainment to passengers. But that all changed with the launch of Gogo Vision® – the first inflight entertainment service to wirelessly deliver hundreds of movies and TV shows to passengers' devices.

Now we're pleased to introduce Gogo® TV, which allows passengers to enjoy live programs and events through IPTV and our revolutionary 2Ku connectivity solution. By broadcasting directly to passengers' devices or an aircraft's embedded IFE system, flying no longer has to mean missing out.

With the addition of Gogo TV, Gogo Entertainment has arrived.



04 **Gogo Vision**

Movies and TV shows streamed directly to passengers' devices.



12 **Gogo TV**

Broadcast TV directly to passenger devices or seatback systems. Available with 2Ku, the most efficient data solution in the market.

16 **Technology overview**

Gogo Vision



The most widely deployed wireless IFE service on the market

With the flexibility to fit the unique needs of your business, it's easy to see why airlines choose Gogo Vision more than any other wireless IFE service. Features and content can be customized to your passengers. Your airline can commercialize Gogo Vision to meet your business objectives. The service installs overnight, and can be integrated into your app – including seamless coordination with your content service providers. And it's all backed by Gogo's unrivaled comprehensive support.

Entertainment passengers want, tailored to the needs of your airline

For passengers

- ▶ Hundreds of titles delivered directly to passengers' PEDs
- ▶ Compatible with laptops, iPads, iPhones, and most current Android devices
- ▶ Full control of the viewing experience, including the ability to pause, rewind, and fast-forward

For airlines

- ▶ Offered with or without connectivity, making it a viable option for any type of aircraft
- ▶ Easily integrates into your airline's app
- ▶ Streamlined content process minimizes labor
- ▶ Freedom to decide how to offer content to your passengers: for free, as pay-per-view, or as a combination of both to reward key customers
- ▶ Comprehensive support for every aspect of service

Get to know Gogo Vision

Tailored to your airline's brand

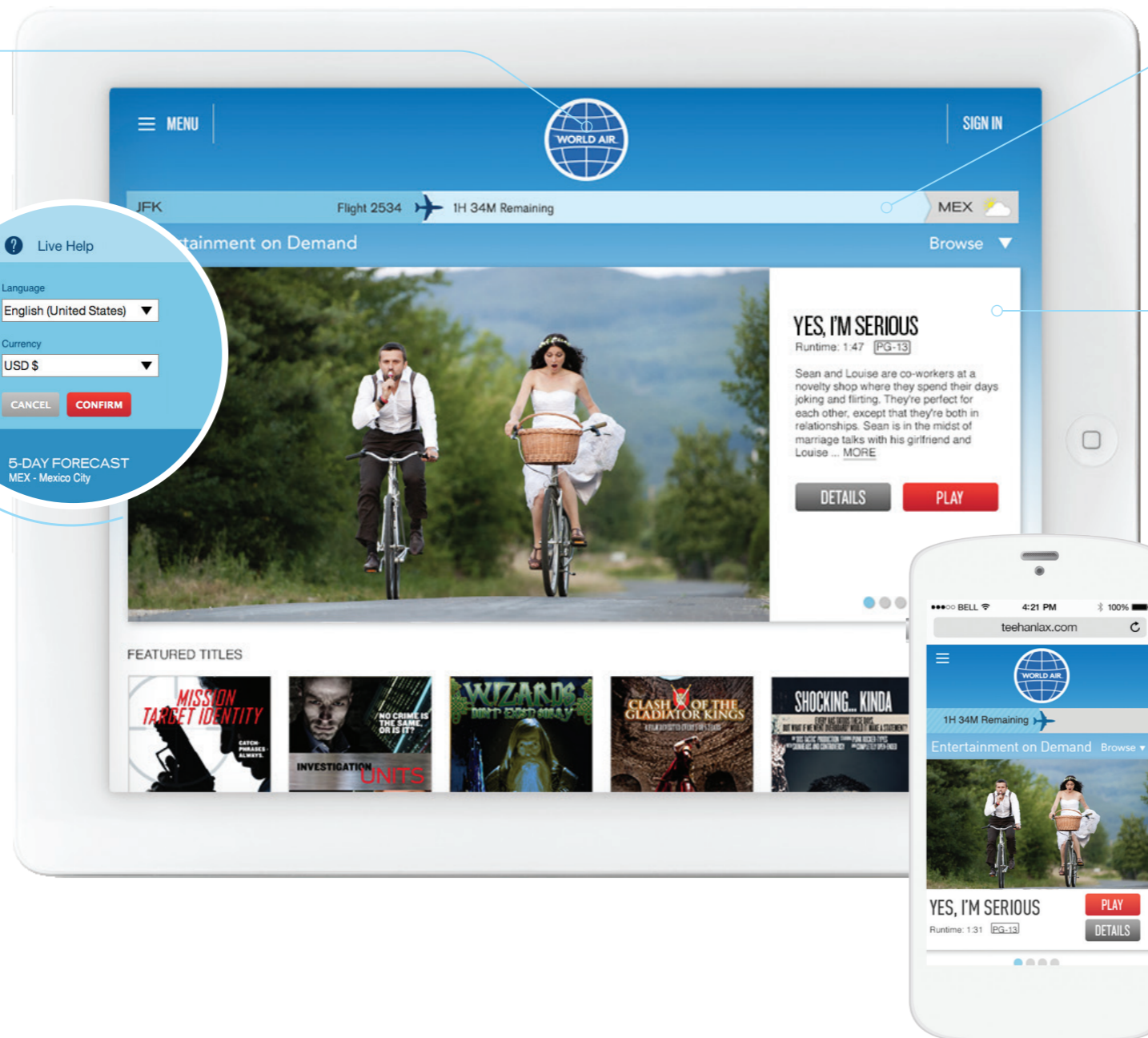
Gogo Vision can be designed to fit your airline's brand - it can even be seamlessly offered within your airline's app.

Multilingual customer care

Our expert team of multilingual customer care representatives is available to help passengers with any issues that might arise. For aircraft with connectivity, live inflight assistance is available 24 hours a day, 365 days a year.

Localized language and currency

We'll provide menu and purchase path translations (if applicable) and can even determine currencies and payment methods based on location. We can also provide subtitling in multiple languages to best serve your customers.



Real-time flight information

The flight tracker bar, which includes the flight number, remaining flight time, and destination weather, can be included in your Gogo Vision service.

Intuitive display

Accessing Gogo Vision is simple. The storefront displays titles in a format similar to popular video streaming sites and apps. The marquee carousel rotates to feature specific titles, and passengers can easily browse the selection by genre, duration, and more.

Fit for any device

Gogo Vision features responsive design, which tailors the viewing experience to passengers' individual laptops, tablets, and smartphones.

Unmatched flexibility

Ideal for any aircraft type

Gogo Vision does not require inflight connectivity service, making it a viable solution for any aircraft in your fleet, including regional and narrow-body jets. Aircraft without connectivity can easily add any of our IFC solutions at a later date.

For aircraft with Gogo connectivity, Gogo Vision's lightweight system adds less than a kilogram, saving significantly on fuel costs compared to embedded IFE systems.

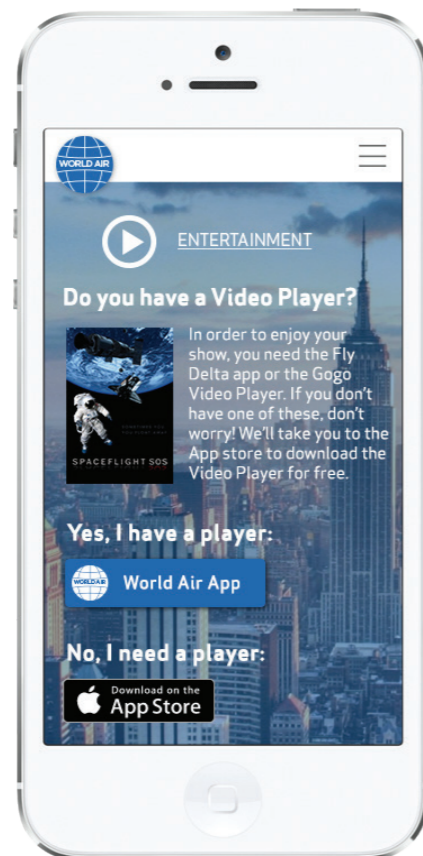
Flexible business models - offer IFE as you see fit

How you offer wireless IFE to your customers is up to you with Gogo Vision. Choose to reward key customers by offering entertainment for free, or open new revenue streams by charging passengers for the service. Offering free access to select content through third-party sponsorships is also a possibility for generating ancillary revenue.

Easily integrated into your airline's app

Gogo Vision can be easily integrated into your airline's app using our software development kit (SDK), which includes two essential application program interfaces (APIs).

- ▶ The Video Player API allows the video player to be integrated into your airline's app, so your customers need not download a separate app to watch video.
- ▶ The Catalog Service API brings access to the entire Gogo Vision catalog directly into your airline's app, allowing users to browse all available movie and TV selections.

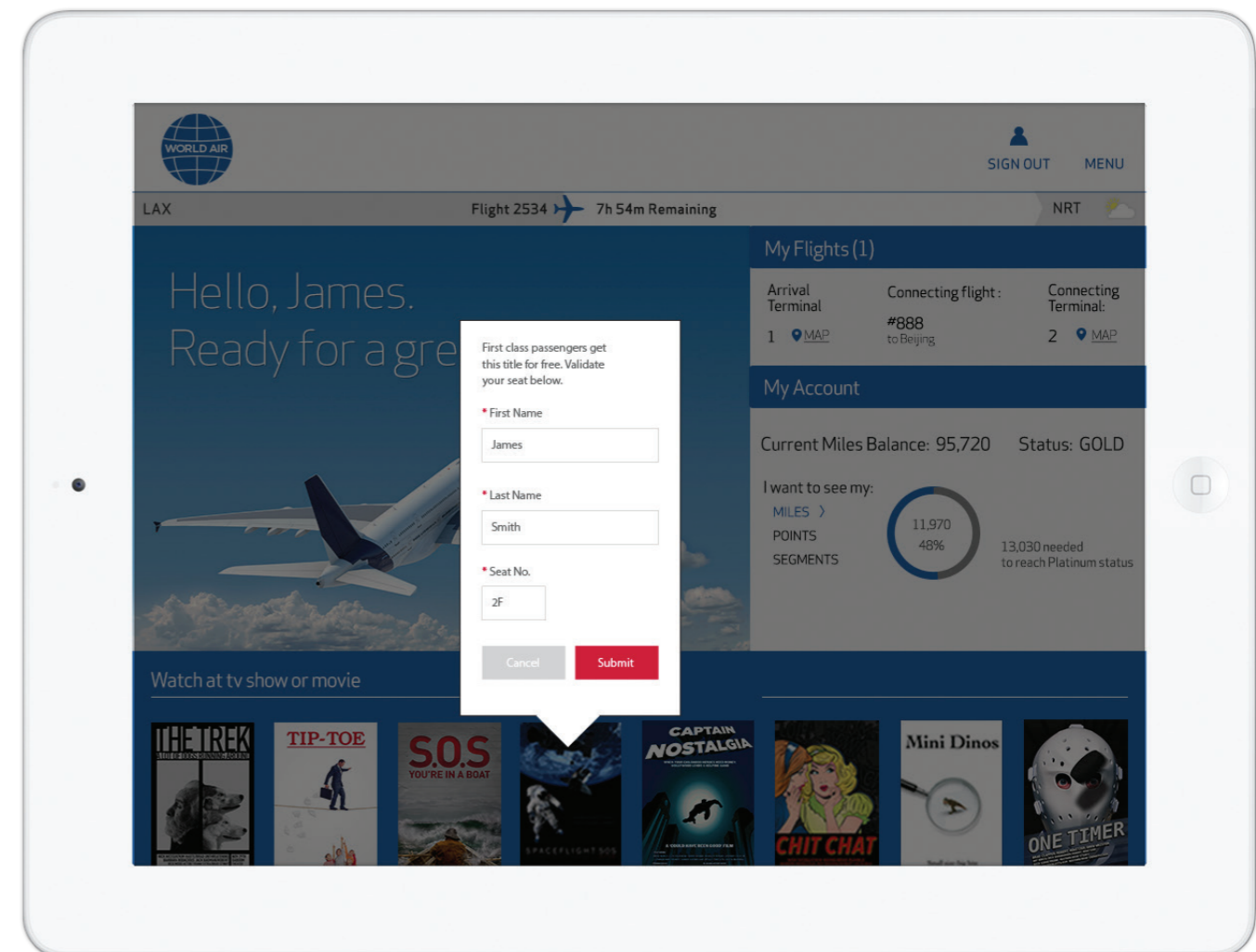


Entertainment made personal

Gogo Vision can be integrated with customer relationship management programs (CRMs) to offer perks and special offers to valuable customers. Complimentary content can be delivered by seat number, ticket number, or frequent flyer number, allowing you to open new marketing opportunities and build loyalty.

“A first-of-its-kind IFE experience... a new era of customer relationship management in the air.”

Mary Kirby
Runway Girl Network



Easy content integration from multiple sources

From your provider or ours

We can integrate your airline's own unique content, as well as localized and proprietary content from your service provider. We can also provide entertainment through our global content partner, Spafax®, which has more than 300 global agreements for original content, from the latest Hollywood titles to popular Bollywood flicks. And since Gogo Vision has the capacity to hold up to a terabyte of digital content, the sky is the limit.

Copyright protection by DRM technology

Regardless of which content providers your airline chooses, we use studio-approved Digital Rights Management technology through Adobe® to ensure all content is protected from unauthorized use and copying.



Updates in a flash

Video titles are uploaded to the aircraft via USB flash drive, so it's easy to get the content you and your passengers want on board.



› Content is ingested, coded, and encrypted with DRM before going through three quality checks.



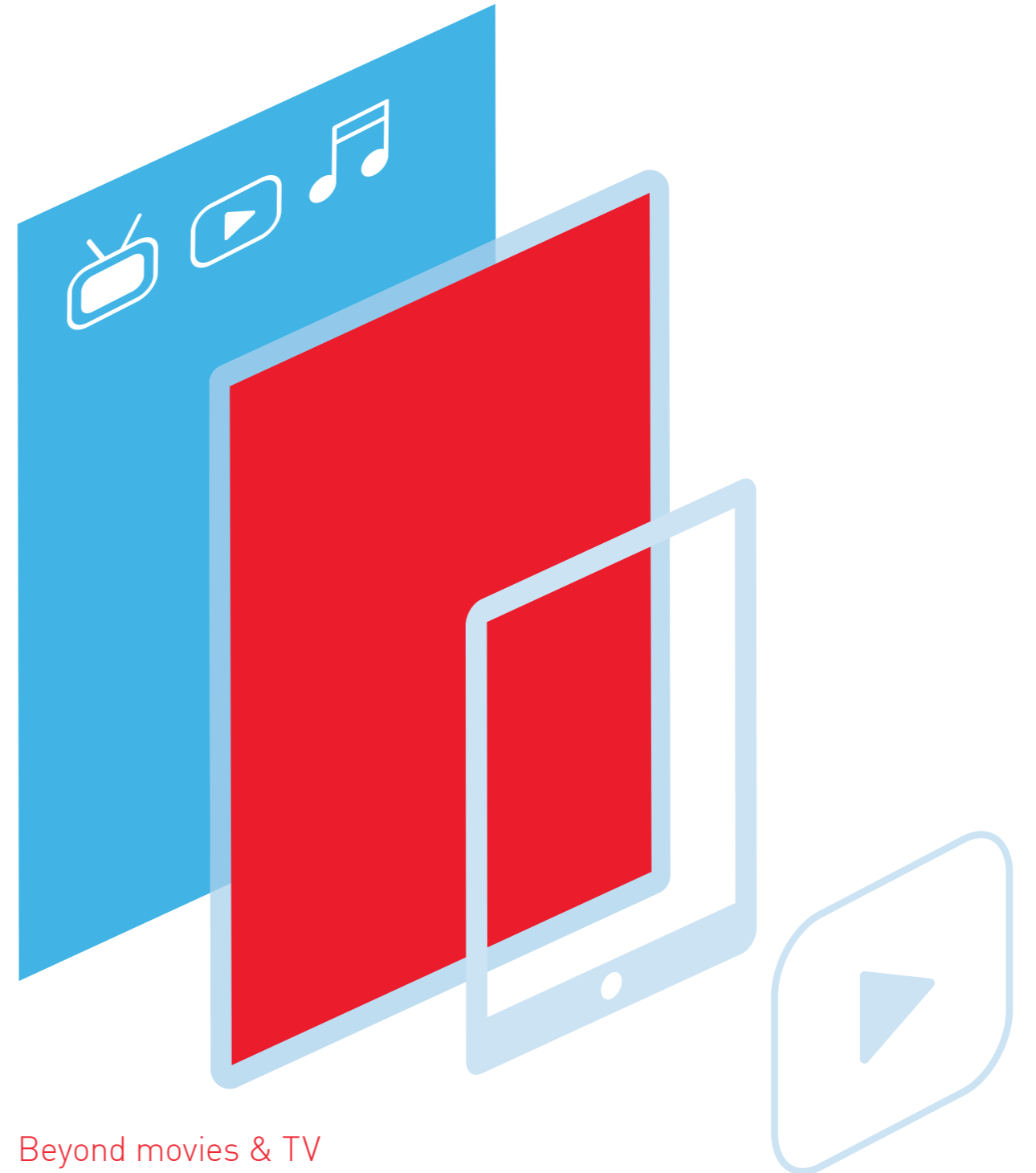
› Content is loaded onto high-capacity Gogo USB drives.



› USB drives are shipped to airline's maintenance facilities or your content service provider.



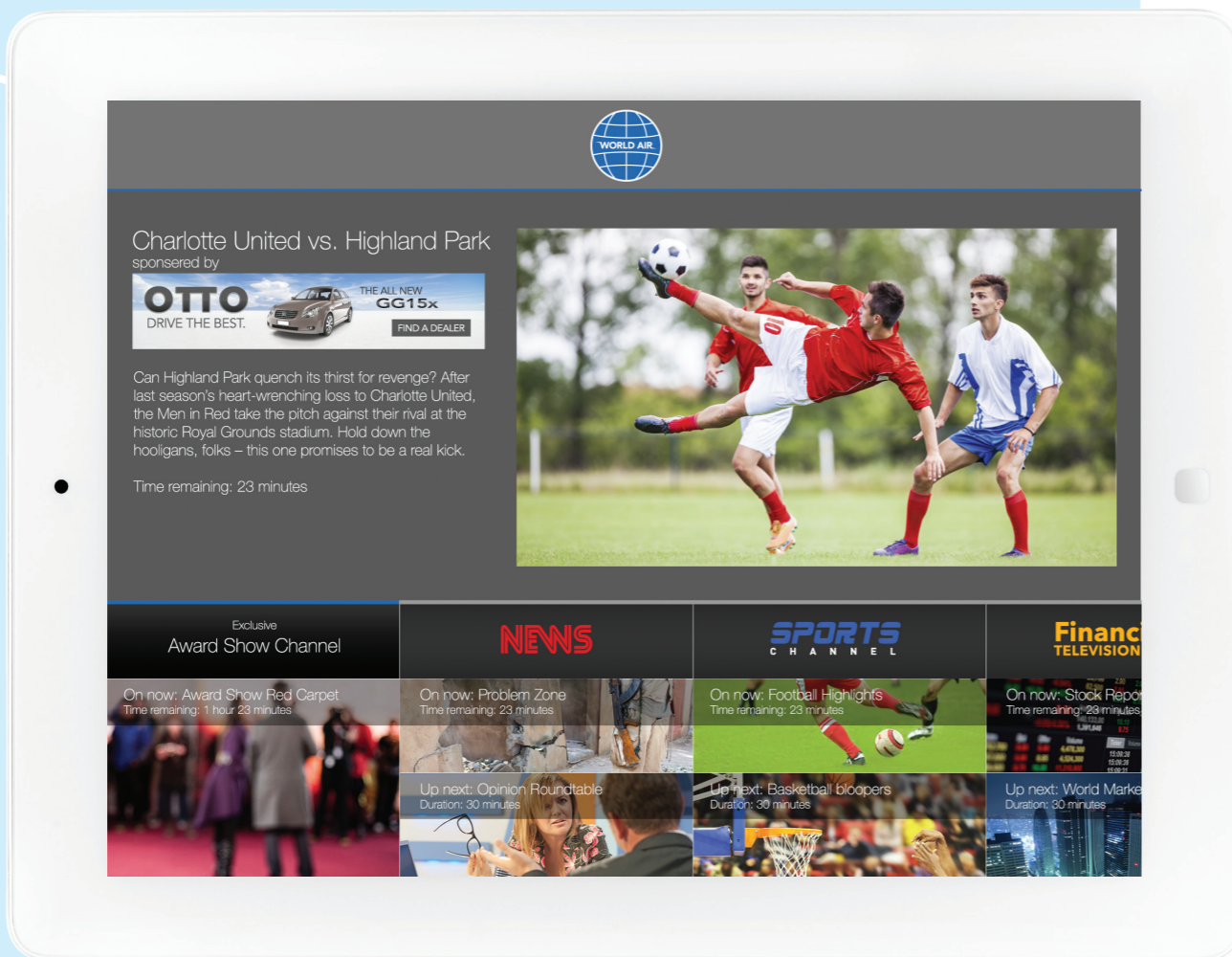
› Content is delivered to the content data loader via USB drive.



Beyond movies & TV

Gogo Vision enables your passengers to choose from a multitude of options in movies and TV, but this is only the beginning. Watch for a variety of inflight entertainment options on the horizon, including music, e-magazines, e-books, games, moving maps, and more.

Gogo TV



Broadcast live television, including sports, breaking news, and other time-sensitive network content directly to passengers' PEDs or embedded IFE systems

Passenger demand for live broadcasts

- › **60%** of global passengers are interested in live TV
- › **85%** of global travelers carried a PED on board in 2014

Source: Gogo Global Category Attitude & Usage Study, 2014.

Localized live programming

Gogo TV allows for global, regional, and custom channel line-ups. Airlines can choose their preferred channels and further tailor offerings based on region or destination, making customers feel at home, wherever they travel.

Availability

Gogo TV can be delivered directly to passengers' PEDs (laptops, iPads, iPhones, and most current Android devices) and to embedded IFE systems. It also offers gate-to-gate functionality, providing passengers with entertainment throughout their journey.

The Gogo TV / 2Ku advantage

By leveraging our proprietary 2Ku technology, Gogo TV offers multiple advantages over Dish Broadcast Satellite (DBS) systems.

Gogo TV with 2Ku

- › Requires only one antenna system, which means less downtime and maintenance
- › Works over water, anywhere in Gogo's global network
- › Larger antenna surface area for more cost-effective data transmission
- › Aerodynamic low-profile design for less overall drag

Dish Broadcast Satellite systems

- › Requires one antenna system for connectivity, plus a second for live broadcasts
- › Restricted to use over land
- › Smaller antenna surface area, leading to higher data transmission cost
- › Higher-profile radome, leading to greater drag

We've got you covered

Gogo stands behind every aspect of our service to ensure the smoothest and most reliable performance possible

Installation

We can install Gogo Vision on all aircraft types, or we can train your airline to take care of it. Gogo Vision installation typically takes less than 8 hours, and overnight installations help minimize aircraft downtime. Installing 2Ku connectivity takes approximately 3-5 days.

Customer care

Our expert team of multilingual customer care representatives is available to help with any issues that may arise. For aircraft with connectivity, live inflight assistance is available 24 hours a day, 365 days a year.

Billing and payment processing

If applicable, Gogo can take care of all billing and payment processing.

Content integration

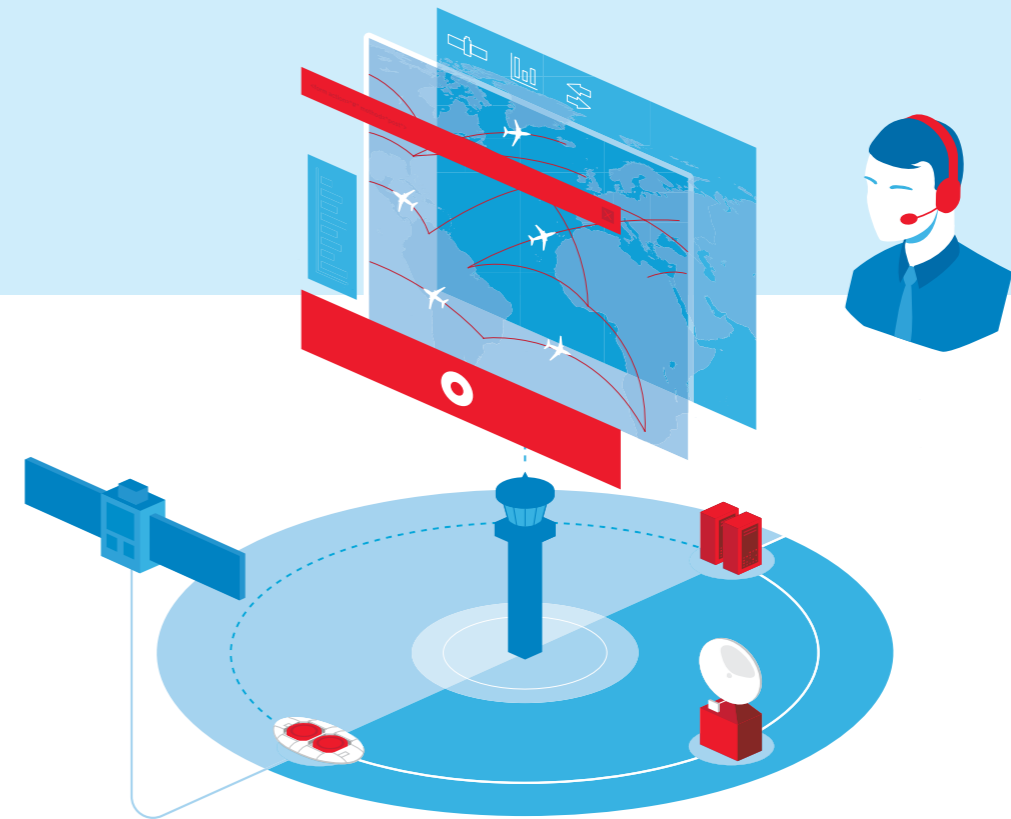
We'll work with your airline's content service provider to integrate content into your customized Gogo Vision solution. We can also integrate your airline's proprietary or promotional video content and localized titles from our global content partner, Spafax.

Systems engineering & maintenance

We're prepared to address any entertainment-related issues on the aircraft after installation, including regular maintenance and equipment upgrades. Our aircraft maintenance and control center teams are staffed 24 hours a day, 365 days a year.

Comprehensive support

From operational support to ongoing maintenance, Gogo stands behind every aspect of our service.



Quality control & testing

Before launch, we conduct quality control and testing on all of our offerings – in our laboratories, on our test plane, and on your aircraft – to ensure the best possible performance when you take flight.

Marketing support

To build awareness among passengers, we can work with your airline to create marketing materials in all relevant languages. We'll also share valuable consumer insights gained through our research and customer surveys to help you meet the needs of your passengers.

Crew training

Flight attendants help drive awareness of onboard services, so we'll provide training materials to educate your flight crews and assist them in fielding any questions in flight.

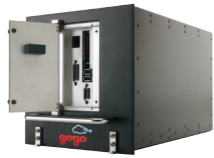
Data reporting

Once launched, Gogo will provide access to your customized data portal, which includes a variety of reports on views and take rates, content viewing trends over time, and other key business metrics. This is crucial information that can be used to help maximize customer satisfaction and engagement, as well as influence your content selection.

Bringing entertainment on board

Gogo Vision

- 1 Gogo ACPU-2**
Server on the aircraft where content is housed



- 2 Gogo NWAP**
Wireless Access Points provide the Wi-Fi signal to devices in the cabin, allowing connection to Gogo Vision services. They support 802.11 a/b/g/n devices



- 3 Wi-Fi antennas**
Devices that generate the in-cabin Wi-Fi signal; there are three Wi-Fi antennas for every NWAP



- 4 Content data loader**
Device used to load content onto the ACPU-2; required only for Gogo Vision

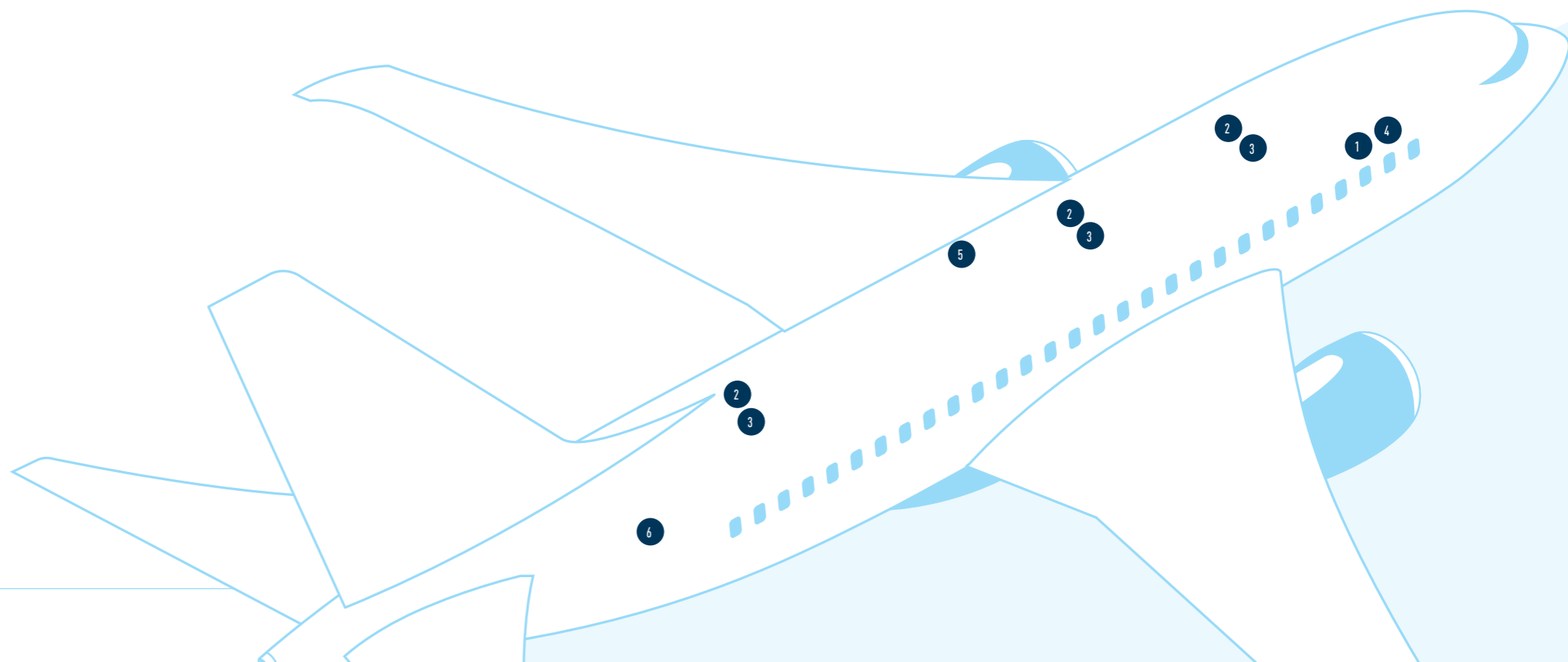


Additional equipment for Gogo TV

- 5 Gogo 2Ku terminal**
Includes the 2Ku dual antenna, Modman, Kandu, and KRFU



- 6 MODMAN**
One additional Modman required for Gogo TV



Gogo Entertainment partners



Find out
what you can
do with Gogo

airlinesales@gogoair.com
gogoair.com/airline