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APEX EXPO 2019: Lufthansa Systems takes the passenger experience to a new level with inflight gaming

First presentation of new gaming add-on to BoardConnect at APEX EXPO in Los Angeles | Exclusive pre-conference in the Lufthansa #FlyingLab above the Atlantic

Raunheim/Los Angeles, August 29, 2019 – Lufthansa Systems today announced that it will be showcasing the new inflight gaming component on its BoardConnect open IT platform at this year's Airline Passenger Experience Expo (APEX EXPO) in Los Angeles from September 9-12. The company has digitally adapted the fantasy card game *Galaxy Duel* and integrated it into the platform in partnership with gaming provider *Gladi8tor*. *Galaxy Duel* offers features such as an eSports league, leaderboards and live streaming. The brand-new prototype of the inflight game will be on show at stand 1901, where it can be tested with an exclusive invitation.

Lufthansa Systems' BoardConnect technology enables airlines to use the onboard IT platform for their specific applications, with possibilities extending far beyond mere entertainment. By integrating onboard gaming into BoardConnect, airline IT specialist provider Lufthansa Systems is responding to the ever-expanding gaming market, where it sees an opportunity for airlines to adapt their inflight entertainment to their passengers' different needs and stand out from their competitors by offering an enhanced passenger experience.

“With 17 airlines having already opted for BoardConnect, our platform is being used on almost 900 aircraft,” said Jan-Peter Gänse, Head of Passenger Experience Solutions at Lufthansa Systems. “By developing the open BoardConnect Dock platform, we have enabled our customers to expand the inflight entertainment solution to include a wide range of applications and thus offer their passengers a personalized service. The possibilities are endless. Inflight gaming is just one of many conceivable enhancements.”

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Exclusive kick-off event: Lufthansa #FlyingLab en route to APEX EXPO

Before the official launch of APEX EXPO 2019, Lufthansa Systems is organizing a pre-conference on flight LH 452 from Munich to Los Angeles on September 7 in partnership with Lufthansa and APEX. The largest passenger aircraft in the Lufthansa fleet A380 will serve as a flying innovation platform as it crosses the Atlantic, setting the stage for “powering the next generation of passenger experience” and giving industry leaders an opportunity to showcase the latest trends and developments in the passenger experience space. The co-initiator and host of this FlyingLab flight is Lufthansa Systems CEO Olivier Krüger, who will kick off the event by welcoming interesting people taking part in the discussions.

All of the passengers on board can follow the expert presentations live, try out innovative new products and enjoy music performed live in the cabin. The speakers and their presentations can be streamed live to any WiFi-enabled device on board. The event will be broadcast onboard via the BoardConnect solution, illustrating one of the many different possible applications for Lufthansa Systems’ digital platform.

For the first time, a FlyingLab flight will include a design sprint session in which selected passengers can participate and develop new ideas for an enhanced passenger experience with the help of industry experts. The results of this workshop will be presented to the other passengers on board and the most promising suggestion will then be implemented.

BoardConnect Dock

With its new BoardConnect Dock solution, Lufthansa Systems is providing technology, content and financing partners with a BoardConnect framework for creating their own onboard program. Depending on the partner, this might include a connectivity portal, classic IFE content or a platform with booking options and targeted advertising to generate additional revenue.

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BoardConnect

BoardConnect is Lufthansa Systems' complete solution for the digital passenger experience that continues to address airlines of all sizes with different business models. In addition to traditional IFE features such as moving maps, movies, music, games and destination information, customers can choose the content they want from a wide range of services available through Lufthansa Systems' strong partner network. This content can also be provided simply and easily from the cloud if desired.

APEX EXPO is being held from September 9-12, 2019 at the Los Angeles Convention Center, USA. Visit Lufthansa Systems at stand 1901.

Caption (Copyright: Lufthansa Systems/Gladi8tor): Lufthansa Systems is presenting BoardConnect with a new inflight gaming add-on at APEX EXPO 2019.

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<https://www.lhsystems.com/about-us/downloads/image-library>

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. More than 350 customers 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.

Contact

Lufthansa Systems GmbH & Co. KG
Press Office
Ansgar Lübbehusen
Tel.: +49 (0)69 696 90776
E-Mail: publicrelations@LHsystems.com
www.LHsystems.com