



Success Story

Virgin Australia goes wireless

Revolutionizing In-flight Entertainment



> Virgin Australia goes wireless

Wireless In-flight Entertainment (IFE)

Virgin Australia, Australia's second largest airline, has established itself as a contemporary, full service airline with a reputation for exceptional customer service. Virgin Australia flies to 47 Australian destinations, and 16 international destinations including the USA, UAE, New Zealand, Indonesia, Thailand, Papua New Guinea, Solomon Islands, Fiji, Samoa, Tonga, Vanuatu and the Cook Islands. The airline is currently undertaking a transformational program of work to overhaul its products and services, including rolling out Business Class across its fleet, opening new lounges around its domestic network, partnering

with four of the best airlines in the world to create a global virtual network to over 600 destinations, and delivering cutting-edge IFE.

A new era in entertainment

Virgin Australia now offers its customers a state-of-the-art experience with Wireless In-flight Entertainment, its branded version of Lufthansa Systems' BoardConnect. The product was officially launched in September 2013, and is currently being rolled out across Virgin Australia's domestic and international short haul fleet.

Passengers use their personal mobile devices

BoardConnect is the first entertainment platform of its kind in the Asia-Pacific region, providing passengers with access to hundreds of hours of movies, TV shows and music. Using wireless technology, the entertainment content is streamed directly to passengers' smartphones, laptops and tablets.

An eco-friendly generator of ancillary revenues

BoardConnect eliminates the need for traditional seat-back screens, allowing airlines to save weight and subsequently

The project at a glance:

>> **The client**

Virgin Australia is Australia's second largest airline, flying to 47 Australian and 16 international destinations, and partnering with Air New Zealand, Delta Air Lines, Etihad Airways and Singapore Airlines to provide customers with access to over 600 destinations worldwide.

>> **The challenge**

With a strong focus on innovation, Virgin Australia has penetrated all market segments in Australia through its transformational program over the last 3 years. Known as the Game Change Program, it has seen the airline overhaul its products and services; a key objective of this program has been the delivery of cutting-edge IFE.

“At Virgin Australia, we are passionate about customer experience. We were instantly drawn to this technology because it represents a quantum change in the way entertainment is experienced in the sky. Our customers are the first in the region to be able to stream content to their very own personal devices and the feedback we are receiving is fantastic.”

Mark Hassell, Chief Customer Officer, Virgin Australia



Facts and Figures

Wireless IFE in the fast lane

- Speedy implementation: up to 14 installations per month (70 aircraft in 12 months)
- Soaring customer interest: 500,000 app downloads in 2013
- High usage rate: over 50,000 hours of entertainment content streamed per week
- Significant positive impact on customer satisfaction

reduce fuel consumption. There is also the potential for generating ancillary revenues through additional services, such as an online shop or targeted advertising.

Flexible and future-oriented

The wireless solution provides Virgin Australia with a competitive edge in its in-flight entertainment. “Wireless technology gives

us the freedom to constantly enhance the content and functionality,” says Mark Hassell, Chief Customer Officer at Virgin Australia. “With the origins of the Virgin brand in entertainment, there is no limit to the expertise and unique content we can leverage around the world to continually offer our customers the best entertainment in the sky.”



A minimum of hardware for maximum entertainment

>> The solution

BoardConnect enables Virgin Australia to offer Wireless IFE on demand across its domestic and international short haul network, streaming hundreds of hours of entertainment content to customers’ own devices.

>> The project

The product has already been rolled out to 70 aircraft over a period of 12 months. During the project, three different supplemental type certificate (STCs) and various amendments were successfully completed. Up to 14 aircraft per month were fitted with BoardConnect with each installation taking only a few days.

>> The result

With 70 aircraft equipped and counting, Virgin Australia is now operating one of the largest Wireless IFE on-demand solutions worldwide. Customer feedback indicates a high level of satisfaction with the solution, while the airline benefits from maintenance and cost savings.

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