Pick and mix
BoardConnect – configure your cabin platform
See a movie. In the stratosphere. Listen to music. Check the news. Or go shopping. A world of digital experiences. Easy to access. At 450 miles per hour.

Satisfy many demands. With a single platform. Completely flexible.

**BoardConnect. Wishes come true.**
BoardConnect product suite

One platform. Numerous opportunities.

Movies. Music. Magazines. The daily news. BoardConnect offers your airline customers a wide range of digital services. With a modular design that goes far beyond entertainment. You want travelers to experience third-party applications on the flight? Give them advanced connectivity to browse the web! Generate ancillary revenues with micro shops? It’s up to you! The established leader in wireless in-flight infotainment is scalable to your needs. Make a flight with your airline a digital experience. And take off into the cosmos of digital branding.
BoardConnect software modules
Choose your configuration

**Video**
DRM protected films, documentaries and TV series

**Audio**
Music, audio books and podcasts, themed compilations

**Games**
Games for children and adults

**Electronic publications**
Newspapers and magazines

**Advertisement Server**
Automatic campaign and advertisement management

**Shop Integration**
Food and drink orders, duty-free shopping

**Moving map**
Interactive moving map

**Payment Solution Integration**
API for payment processing solutions

**Dynamic Content Updates**
Automatic near-live wireless content updates

**Surveys**
Find out what your passengers want

**Paid Content Access**
Payment functionality for whole or partial content provision

**mCabin**
Cabin Management and IFE control app
Check out spots around your hotel. At 32,000 feet. Wireless. Buy a bus ticket. During the flight.

Connect with your passengers. From take-off. To touch down.


Take your pick.
BoardConnect Portable

A fraction of the space.
BoardConnect Portable is the flexible, all-in-one solution for cost efficient operations. The solution offers the core software functionalities of the established BoardConnect platform – provided by hardware components that are combined in one single piece of equipment. All the technical components needed for in-flight information – such as a server and access points – are combined in a single device, the Mobile Streaming Unit (MSU).

A fragment of the weight.
A single MSU device is easy to maintain and weighs less than 2 kg. Although the components are reduced to a minimum, the built-in modem enables fast and wireless digital services. Each MSU provides the highest quality streamed content for up to 50 clients. With just 2-3 devices, you can provide services for a complete single aisle aircraft.

At a portion of the cost.
With BoardConnect Portable, easy implementation comes as standard. The device is simply inserted into a frame on the wall or placed in an overhead bin. No Supplemental Type Certificate (STC) is required: Each MSU can be classified as loose equipment. This allows highly swift installation with low operational costs. BoardConnect Portable is specially designed for smaller aircraft that are used for short and medium-haul flights.
BoardConnect Plus

Boost your business – with inflight connectivity at 467 miles per hour.

Treat your passengers to an outstanding high-speed web browsing experience – up above the clouds. BoardConnect Plus utilizes Inmarsat GX Aviation, the latest wireless standards. Connection is via wireless hotspots that are available throughout the cabin, passengers are automatically redirected to the welcome screen.

Individual Aviator cloud design
Do you prefer a very simple design and basic feature-set? Or would you rather provide your passengers with a fully featured in-flight infotainment system? It’s up to you. With BoardConnect Plus, you can select from a wide variety of offerings that includes audio and video streaming, gaming, newspapers, and many more. It goes without saying that micro shops can also be integrated, providing your customer with a unique shopping experience while opening up ancillary revenue channels for you.

Fuel for your brand
The look and feel of these micro shops is tailored to your established brand and Corporate Identity. No matter whether you go for the magazine look or the classic website – BoardConnect Plus is designed to highlight your product identity. The software architecture separates layout and portal functionality. Utilizing your style and branding, we jointly create a user experience that is unmistakably and uniquely yours.
Cash in hand

Launch your e-commerce – with a shopping experience at 32,000 feet.

Attract travelers to the world of your brand by creating micro shops that are powerful enough to generate ancillary revenues. Lufthansa Systems is not only an expert in streaming audio and video content to the whole cabin, but also for on-board retail shopping. Comprehensive and multi-faceted retail portals such as the Lufthansa WorldShop® have been fully integrated into the on-board platform. We offer multiple potential revenue streams for your airline:

• Paid video on demand (e.g. pay per view, premium content access fee)
• Affiliate business readiness such as destination-based offers (e.g. bus and museum tickets, taxi services)
• Integration of car rental, hotel booking, and other ancillary revenue partners
• Rich media market-segment targeted advertising
• On-board retail

#pickandmix