

## Press release

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### **BoardConnect strengthens its position in the Asia-Pacific region**

**Virgin Australia uses the complete BoardConnect Suite / Citilink relies on connectivity provided by Mahata Aero Teknologi with Lufthansa Systems, Inmarsat and Lufthansa Technik**

**Raunheim/Hamburg, April 11, 2018** – Since the beginning of 2018, Virgin Australia Regional Airlines has been providing travelers on their routes from Western Australia in-flight entertainment (IFE) based on **BoardConnect Portable**. This makes the Australian regional airline with its 16 aircraft the second largest customer for the portable IFE solution in the Asia-Pacific (APAC) region after the Indian low-cost carrier SpiceJet with its fleet of 55 aircraft.

Virgin Australia Airlines was one of the first customers of **BoardConnect** since the beginning of 2013. The entertainment system is now available on more than 100 aircraft. In collaboration with satellite provider Gogo, Virgin Australia is also rolling out inflight wifi connectivity based on **BoardConnect Plus**. This variant of the BoardConnect product suite enables the integration of any connectivity solution individually chosen by the airline customer. In this case, Lufthansa Systems, in partnership with Gogo, developed an integrated and seamless experience between BoardConnect and the Gogo internet connectivity system to ensure Virgin Australia guests have access to both systems quickly and easily.

Virgin Australia is in the process of migrating to **BoardConnect 5.0**, which will be completed before the end of the year. This latest software version features a fresh design with a new user interface and an open platform architecture based on HTML5 compared to the native app approach of earlier versions used by Virgin Australia. Damon Stanton, Virgin Australia's General Manager of Product confirms, "We're passionate about elevating our guest experience and have been working with Lufthansa Systems to bring a nuanced in-flight entertainment product to guests across our network".

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“Our three product variants make BoardConnect the perfect IFEC solution for a customer like Virgin Australia with its fleet and guest requirements,” said Jan-Peter Gaense, Head of Passenger Experience Products & Solutions at Lufthansa Systems. “This project shows the diversity and flexibility of BoardConnect as well as the solution’s scalability.”

An outstanding passenger experience is also paramount for the Indonesian technology provider Mahata Aero Teknologi. Together with the local low-cost carrier Citilink Indonesia, which recently has been certified with the 4-Star Low-Cost Airline quality ranking by SKYTRAX, Mahata Aero Teknologi therefore intends to offer Internet on board in the future. Managing the e-commerce options on the platform and as a contracting partner, Mahata Aero Teknologi trusts in the proven connectivity expertise of Inmarsat, Lufthansa Technik and Lufthansa Systems.

“On-board connectivity is an important topic in the APAC region. Thanks to our strong partners and the flexibility of the open aircraft IT platform BoardConnect, we can offer airlines the perfect solution tailored to their individual requirements,” said Tom Vandendael, Chief Executive Officer at Lufthansa Systems Asia Pacific Pte Ltd. “We are delighted that the current BoardConnect projects will enable us to further strengthen our position in the region.”

This week (April 10 to 12), Lufthansa Systems will be presenting new features of its BoardConnect suite at the Aircraft Interiors Expo (AIX) in Hamburg at booth #4B11.

Caption (copyright Philipp Nemenz/Cultura/Getty Images): Customized in-flight entertainment and connectivity with the BoardConnect suite from Lufthansa Systems.

Further images can be found in the download section of our website at:

<https://www.lhsystems.com/gallery/flight-entertainment>

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### **About Virgin Australia**

Virgin Australia launched in 2000 and has since established itself as a contemporary, full-service airline with a reputation for exceptional customer service. The airline is committed to delivering the world's most engaging, stylish and effortless flying experience. In doing so, Virgin Australia has partnered with some of the world's best airlines, Delta Air Lines, Etihad Airways and Singapore Airlines, opening up a combined network of more than 400 destinations.

### **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. Over 300 airlines 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](mailto:publicrelations@LHsystems.com)  
[www.LHsystems.com](http://www.LHsystems.com)