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Adaptive's ACES Digital Press Solution Has Saved 3,000 Tons of Paper by Eliminating Hard-Copy Newspapers/Magazines Onboard & in Airport Lounges

Paris, France – September 3, 2019 – [Adaptive](#), developer of ACES - a sophisticated mobile inflight entertainment (IFE) and digital press solution that is used by leading global airlines, including Singapore Airlines, SAS, TAP Portugal among others - is proud to announce that, since its launch in 2012, the solution has saved 3,000 tons of paper (approx.) by eliminating hard-copy newspapers and magazines inflight at the company's 20+ airline clients and in airport lounges worldwide. In addition to eliminating paper waste, ACES has also helped Adaptive's airline clients decrease carbon dioxide (CO²) emissions and improve their carbon footprint.

Historically, the aviation industry has had a negative impact on the environment but, due to a recent increase in air travel, airlines' environmental impact has worsened; in fact, airlines "[worldwide... produced 895 million tonnes of CO² in 2018.](#)" In the European Union alone, "[greenhouse gas emissions from aviation increased by 87% between 1990 and 2006](#)" and, by 2020, the European Commission "[forecasts that global aviation emissions will be around 70% higher than in 2005.](#)"

This disturbing trend has prompted many airlines to look for ways to decrease their emissions and, as a result, their overall carbon footprint – and ACES is that solution. By eliminating paper waste (and the weight associated with it) onboard their airline clients' flights, ACES decreases aircraft's fuel usage, which significantly decreases operational costs and reduces emissions on each flight.

"We created ACES because we saw that the industry was looking for a way to minimize their environmental impact," said Laurent Safar, CEO of Adaptive. "By adopting digital press, airlines are able to differentiate their IFE offering, improve the PaxEx *and* decrease their carbon footprint. It's a win/win situation for both airlines and the world, as a whole."

"Our airline clients have also found that ACES has streamlined the process of cleaning the cabin after landing, simply by eliminating the need to dispose of the *huge* number of newspapers and magazines on each flight," said David Fairand, COO of Adaptive. "The fact that ACES decreases in-cabin clutter (caused by newspapers and magazines in the seat-back pockets and on the floor) also affects our clients' PaxEx: our clients' passengers consistently report higher satisfaction with in-cabin cleanliness, even though the airlines haven't made any additional changes to their pre-boarding cleaning procedures."

More than 20 airlines and airport lounges are already using ACES to offer their passengers access to digital press, with more than 25 million copies of digital newspapers and magazines downloaded/streamed since the company's launch in 2012. As well as digital press, ACES offers full IFE content, which passengers can access from the gate through to their destination on their own device, or inflight, using a device provided

To learn more about Adaptive, how the ACES solution helps airlines to decrease their carbon footprint, or to arrange an interview, please contact Jennifer Nagy at jenn@jlnpr.com or +1.786.420.1160.

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About Adaptive

Adaptive provides global airlines with a sophisticated mobile inflight entertainment (IFE) solution called ACES, which delivers curated content in multiple languages, encompassing diverse, globally-relevant media, along the entire customer journey - before, during and after the flight. ACES was designed to function either as a standalone IFE solution or a complement to a seatback or wireless IFE solution, for all types and sizes of airlines and for all types of routes (including short and medium haul, as well as regional routes). The solution offers airline passengers maximum flexibility and a large library of content (including digital media, such as newspapers and magazines), all of which can be viewed on the passenger's own mobile device or on devices provided by the airline via an app or web portal. The solution can also be used to provide entertainment to guests in airport lounges or by other transportation companies looking for a flexible, cost-effective entertainment solution for their passengers.

Current airline clients include Singapore Airlines, SAS, TAP Portugal among others. ADAPTIVE's mobile IFE technology is also currently used in airport lounges across Europe and by other transportation providers around the world. Headquartered in Toulouse, France, more information can be found at adaptive-channel.com or by email at contact@adaptive-channel.com.