

Global Eagle powers next generation IFE/C experience at APEX 2019

Los Angeles, USA, September 9th 2019: Global Eagle, the leading content and connectivity provider for airlines, is driving inflight entertainment and connectivity into the next generation at APEX 2019, with its cloud-based content delivery platform Open™ and data software Pulse™.

Open™ enables airlines to seamlessly deliver passengers connectivity and entertainment at 40,000 feet, matching and exceeding their expectations. The cloud-based platform gives airlines the agility to tactically curate their content to challenge traditional IFE monthly cycles, so passengers can enjoy fresher entertainment, maximizing its release window value.

Pulse™ harnesses rich user behavior data to curate personalized entertainment experiences that increase satisfaction. By tracking what passengers are watching and when, airlines can more precisely and predictively curate their content and market it directly to passengers to suit their individual personas.

Chris Esposito, Chief Technology Officer, Global Eagle, says: “Airlines want to take advantage of new technologies to meet passengers’ demand for a high quality, personalized IFE experience. Cloud-based solutions are the only option for airlines to scale, and Open and Pulse are the next generation platforms to power future experiences. We look forward to showcasing both these products to visitors during the show.”

Global Eagle will showcase both Open™ and Pulse™ at Booth #1823 at APEX EXPO 2019.

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Interviews with Chris Esposito and demonstrations of both Open™ and Pulse™ are available. Please contact 8020 Communications for further information.

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About Global Eagle

Global Eagle is the only international connectivity and media content experience organization. The company serves consumers beyond the reach of normal telecom and cable providers, bringing a digital world of connected entertainment to the Aviation, Maritime, Enterprise and Government

markets. Through its intelligent leadership, investment in innovation and comprehensive product suite, it commands an envious position as an open platform single source provider and blended solution partner.

NASDAQ-listed Global Eagle boasts connecting the largest domestic aviation fleet of over 700 aircraft, combining a complete entertainment streaming solution and has over 600 blue-chip accounts. The company actively engages with humanitarian projects to support a better world bringing instant connectivity solutions to disaster incidents and areas of poverty.

About Open™

Open™ is the next-generation cloud-based platform with infinite scalability to match changing demand, enabling passengers to meet their connectivity expectations from anywhere. The future of connected entertainment, the platform moves beyond existing linear know-how, bringing everyday capabilities to the aircraft seat. It gives airlines unprecedented control of IFE content and the ability to refresh at will, reducing pain points in the workflow process. It allows for airlines to be more agile and break out of the monthly update cycle to target a captive audience via entertainment to generate revenue.

About Pulse™

Pulse™ enables airlines to collect, fuse and transform passenger content consumption data into actionable insights, helping airline decision makers and aviation stakeholders to make more effective strategic decisions. Pulse™ harnesses user data to deliver a personalized Netflix-style VoD experience to increase passenger satisfaction, while creating new ancillary revenue opportunities. Although it is a dynamic complement to the Open™ platform, Pulse™ is also available as a standalone tool, making it suitable for any airline.