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# Global Eagle Entertainment Launches a Branded Portfolio of Products and Services

LOS ANGELES, March 18, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (GEE) (Nasdaq:ENT), today announced the launch of its unique suite of branded products and solutions to the travel industry. This portfolio is aligned with the company's key strategic areas of focus: **Connectivity Systems, Digital Media Solutions, Content Services** and **Operations Data Solutions**. The product suite is branded under a new visual identity – GEE AIR Series.

"We are at a watershed moment in the inflight entertainment and connectivity market," explained Alexis Steinman, Senior Vice President of Digital Products at GEE. "As increasing numbers of travellers bring personal devices on their flights, airlines are embracing the responsible monetization of passengers and the expansion of inflight connectivity is shaping the onboard experience and expectations. By launching the AIR Series under a distinct visual identity and combining our market leading content, software and connectivity expertise into flexible digital media solutions, we are empowering airlines to address these trends."

Global Eagle Entertainment Logo

## Connectivity Systems

**AIRconnect** is GEE's Ku-band satellite-based connectivity hardware platform currently available on over 640 aircraft worldwide – the largest installed base of Ku-band satellite connected aircraft. The solution provides a cost-effective, high-performance, global solution to airlines and enables gate-to-gate functionality.

## Digital Media Solutions revolutionizing the IFEC market

GEE's market-leading Digital Media Solutions portfolio of innovative products enable airlines to adopt new connected technologies and ancillary revenue opportunities, whilst enhancing passenger experience. GEE's Digital Media Solutions products include:

### AIRtime – a connected wireless IFE solution

AIRtime is a market-leading portal and mobile solution that offers flexible wireless IFE based on GEE's Ku-band satellite connectivity. Currently flying on over 640 aircraft, AIRtime provides popular features such as live television, messaging and content streaming to personal electronic devices. AIRtime also enables incremental revenue to airlines through

the portal's powerful advertising and sponsorship capabilities.

### **AIRtime Lite – an offline wireless IFE portal**

AIRtime Lite enables airlines without inflight connectivity to offer a highly engaging wireless entertainment experience. Powered by GEE's content-rich catalogue, AIRtime Lite delivers video-on-demand and other infotainment options to passenger devices, as well as near-live content, such as sports and news features, updated multiple times daily through ground cellular connectivity.

### **AIRworks – a suite of modular wireless IFEC solutions**

AIRworks is a suite of modular IFEC solutions that include wireless inflight entertainment software, a live television platform, near-live content, content technical services and more.

### **WISE – wireless and content solutions for system integrators & MROs**

Included in the AIRworks family, WISE is GEE's award-winning end-to-end software and content solution for system integrators and operators of maintenance, repair and overhaul (MRO) services. WISE is integrated into wireless inflight entertainment products developed by GEE's third party strategic partners, providing the wireless IFE backbone to their solutions.

### **AIRside**

AIRside is an ultra-low cost IFE mobile app. AIRside allows passengers to download content to their personal electronic devices anywhere on the ground, prior to flight time. Content is securely stored and unlocked during the flight window based on a passenger's booking information, or 'PNR' code. AIRside is cost effective, scalable and quick to roll out without any onboard hardware.

### **Content products providing more than just IFE**

As the leading content services provider in the IFE market, GEE offers a variety of products that enhance the passenger experience, support the paperless cabin and offer ancillary revenue opportunities. These include:

### **AIRgames**

GEE is the world's leading provider of inflight games. From in-house, studio-developed casual games to exclusive licensed brands such as EA and Disney, GEE offers the largest catalogue of seatback and wireless games in the market to over 100 airlines worldwide.

### **AIRread**

GEE's market-leading digital publications reader is currently flying on over 350 aircraft around the world. Available for both seatback and wireless IFE systems, AIRread supports airline paperless cabin objectives through GEE's extensive digital publications catalogue which includes over 6,500 digital magazines, newspapers and books available in 50+ languages.

## **AIRshop and AIRmeal**

GEE has a long-standing expertise in maximizing an airline's IFE system through engaging inflight catalogues that include browsing, meal selection and buy-on-board features.

## **Operations Data Solutions**

GEE's Operations Data Solutions enhance and support the flow of data between airline teams and strategic partners.

## **AIRview – data management and reporting tool**

GEE's AIRview is a powerful data management and web-based reporting tool, currently integrated into key products, including AIRtime. AIRview allows comprehensive monitoring of operations data, including connectivity system health, aircraft position and avionics data, service take rates, ad campaign performance and order/inventory levels – all within an intuitive interface for airline executives.

## **About Global Eagle Entertainment**

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of media content, technology, and connectivity solutions to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of inflight solutions. These include Wi-Fi, movies, television, music, interactive software, as well as portable IFE solutions, content management services, e-commerce solutions and original content development. Serving over 150 airlines worldwide, Global Eagle Entertainment delivers exceptional quality and value to its customers to help them achieve their passenger experience objectives. The company's headquarters are located in Los Angeles, California, with offices and teams located in North America, Asia, the Middle East, Europe, Africa, Oceania and South America. Find out more at [www.geemedia.com](http://www.geemedia.com)

## **Forward-Looking Statements**

We make forward-looking statements in this press release. These forward-looking statements relate to expectations or forecasts for future events, including without limitation, our earnings, revenues, expenses or other future financial or business performance or strategies, or the impact of legal or regulatory matters on our business, results of operations or financial condition. These statements may be preceded by, followed by or include the words "may," "might," "will," "will likely result," "should," "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "continue," "target" or similar expressions. These forward-looking statements are based on information available to us as of the date they were made, and should not be relied upon as representing our views as of any subsequent date. These forward-looking statements are subject to a number of risks and uncertainties, including without limitation those risks and uncertainties described in our most recent annual report on Form 10-K, as amended, and subsequently filed reports on Form 10-Q, as amended. As a result, our actual results or performance may be materially different from those expressed or implied by these forward-looking statements. We do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future

events or otherwise, except as may be required under applicable securities laws.

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