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# Global Eagle Entertainment Explores Multi-Screen Video Technology for Travellers With i4Vu

ANAHEIM, Calif., Sept. 10, 2013 (GLOBE NEWSWIRE) -- Global Eagle Entertainment, Inc. (Nasdaq:ENT) today announced it is entering into an agreement with multi-screen platform developer [i4Vu, Inc.](#) to explore opportunities to bring a multi-screen content experience to travellers carrying devices.

i4Vu, a leading developer of software platforms and technologies that enable unique mobile and multiscreen video user experiences, is demonstrating the platform with Global Eagle in their booth at the Airline Passenger Experience Association (APEX) / International Flight Services Association (IFSA) EXPO at the Anaheim Convention Center from September 9 through 13, 2013.

This agreement comes as Global Eagle continues to identify innovative ground-based content technologies that can be applied to the passenger experience industry where digital content and bring-your-own-device trends have increased dramatically in the past 12 months.

i4Vu's technology platform provides an app allowing users to stream up to four videos simultaneously to any device from a palette of live and on-demand programming. Viewers can then instantly switch between programs and select new content from an easy-to-use interface without interrupting their experience.

Chanchal Chatterjee, Founder and CEO of i4Vu, explains the benefits of the platform for both content providers and consumers: "Streaming several video programs simultaneously to a single user increases content and brand engagement and provides greater visibility of the programming and advertising featured. Our built-in analytics also allow content providers to analyze viewer trends in order to curate the content and maximize the user's experience and the value for the provider."

John LaValle, Global Eagle Entertainment's Chief Executive Officer, added: "Our airline customers are looking to capitalize on the recent increase in passenger device use as well as stay abreast of evolutions in mobile content consumption. By exploring innovative technologies such as i4Vu's multi-screen video platform, we aim to continually enhance the passenger experience while offering value to our customers."

## About Global Eagle

Global Eagle Entertainment Inc. is the only full service platform offering both content and connectivity for the worldwide airline industry. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve

with the industry's most complete offering of in-flight video content, e-commerce and information services. Through its Row 44 subsidiary, Global Eagle utilizes Ku-band satellite technology to provide airline passengers with Internet access, live television, shopping and travel-related information. Currently installed on more than 500 aircraft, Row 44 has the largest fleet of connected entertainment platforms operating over land and sea globally. In addition, through its AIA division, Global Eagle provides film and television content, games and applications to more than 130 airlines worldwide. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com).

## **About i4Vu**

Founded in June 2011, i4Vu provides the technology, platform, and services which enable content providers to dramatically increase revenue with an interactive and engaging video experience. The i4Vu™ Video Delivery Platform, based on i4Vu's portfolio of patent-pending technologies, delivers a revolutionary interactive video experience for live, linear, and on-demand content across all IP-enabled devices. i4Vu delivers the control and convenience that consumers desire, while helping providers leverage their existing infrastructure to realize much higher monetization of their content. The company is headquartered in Los Altos, CA, with research and development offices in India, and additional sales and marketing offices in Chicago, New York, and Los Angeles. For more information, please visit [www.i4vu.com](http://www.i4vu.com).

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