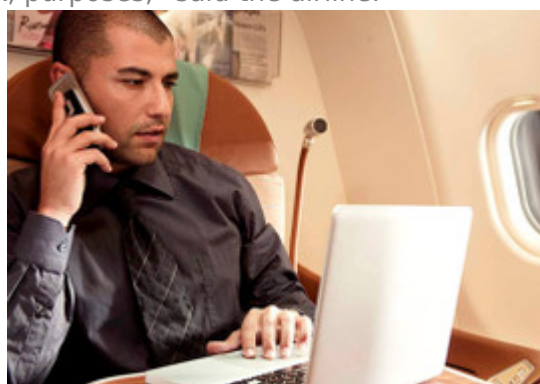

Oman Air reports strong take rate in internet and phone use

By **Rick Lundstrom** on April, 26 2013 | Inflight Entertainment



The airline tracked the growth between January 2012 and January 2013

Oman Air said its Muscat to London Heathrow service saw the greatest use of inflight connectivity and the most popular method of accessing the internet was via smart phones, "indicating that most users relied on the connectivity service for leisure, rather than work, purposes," said the airline.



"Oman Air was the first airline in the world to offer both mobile phone and wi-fi connectivity inflight and I am delighted that our customers value this service so much," Oman Air's Chief Executive Officer, Wayne Pearce said in the April 12 announcement of the findings. "The increase in passengers' use of the service in 2012 underlines their growing expectation that similar levels of connectivity should be available in the air as they are on the ground. I am pleased that the continued increase in uptake since we introduced the service in 2010 shows that Oman Air still leads the field in this area."

Oman Air's inflight wi-fi connectivity is available in a range of packages. Vouchers can be purchased for use with smart phones and tablets (excluding iPads) aboard the airline's A330 long haul fleet at the rate of US\$5 for up to 3MB of data or US\$15 for up to 10MB of data. Vouchers for iPad and laptop connectivity can be purchased for US\$15 for up to 10MB of data and US\$30 for up to 25MB. Usage beyond these data allowances is charged per MB.

Coverage is available throughout Oman Air's range of long haul services, except when flying over countries such as India, which prohibit onboard mobile phone and wi-fi communications. However, the airline's Muscat to Bangkok services, which overfly India, reports the second highest rate of uptake, after Muscat to London.