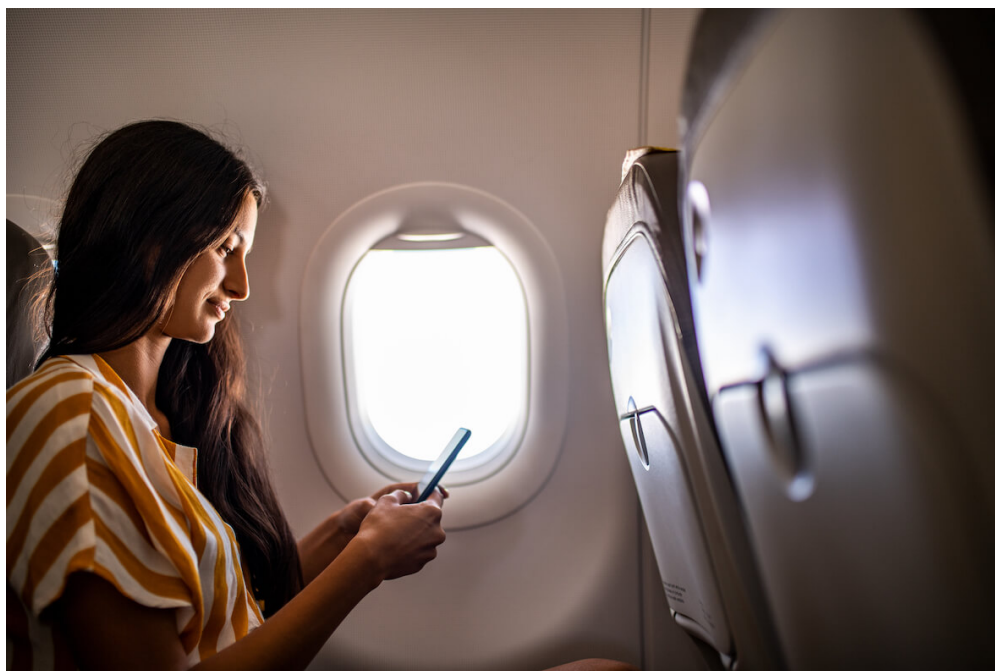


Inmarsat bundles OneFi offerings



OneFi brings together multiple inflight services in a single portal interface

[Inmarsat](#) has launched a series of bundles for its [OneFi](#) passenger experience platform, giving airlines the ability to create the digital experience they want to provide.

OneFi is a connected platform that brings multiple inflight services together within a single portal interface to help unlock ancillary revenue streams and enhance passengers' digital experience. Inmarsat is now offering a series of bundles for its OneFi solution.

Dividing OneFi's features into themed bundles Inmarsat seeks to add flexibility and personalization that airlines need to build a customized digital onboard experience for passengers. Inmarsat's new offering means airlines can select and pay for bundles of features as and when they need them - with the ability to launch all bundles at once, or incrementally over time.

OneFi is designed so that Wi-Fi plans, airline information, content assets, ad campaigns and retail prices can be updated as easily as a website on the ground and as frequently as needed. This approach means airlines can update services based on passenger usage to improve engagement and conversions. As passengers enjoy high-speed Wi-Fi, watch movies, shop duty free or plan their trips, airlines can tap fully into the potential of the aircraft cabin as a channel for revenue through launching and optimizing relevant services and their calls to action.

On top of the core OneFi Connect module, which offers airline-branded connectivity and ISP functionality, there are six additional bundles. OneFi Airline ID provides information and customer feedback, including built-in communications support, services on arrival, an inflight magazine, a

Content Management System and a passenger survey. OneFi Loyalty enables airlines to use data such as language and destination to prioritize services. It incorporates frequent flyer programs to offer free or discounted Wi-Fi depending on tier level, as well as giving passengers the option to pay via frequent flyer points.

Designed for passenger enjoyment, OneFi Entertainment enables the integration and serving of wireless entertainment including video, audio and gaming to passengers' personal devices, as well as the presentation of content in multiple catalogues. It includes digital rights management and content updates. OneFi Media enables passenger content such as real-time journey and news updates, moving maps, PDF magazines and other relevant new content.

To capitalize on engaging content, OneFi Advertising offers multiple calls to action and ad placements that can be incorporated within the user interface. These can be supported by an ad server, and campaign targeting and reporting. Finally, OneFi Shop offers passengers the ability to shop onboard from the comfort of their seat, providing shopping catalogs, promotions and retailer and crew app integrations.

“It’s no secret that the true potential of inflight Wi-Fi hasn’t yet been fully unlocked for airlines. We wanted to give our airline customers access to a solution that doesn’t just come off-the-shelf but can be personalized by them and adapted to meet their growth needs - all the while helping to construct and curate their passengers’ inflight experience,” said William Huot-Marchand, Inmarsat Aviation’s Senior Vice President of Inflight Connectivity. “Following the highly positive response and interest that OneFi has already experienced with leading airlines globally, we are confident that our bundles will open up an even greater world of opportunity for airlines, at the pace they want and need.”