

# INMARSAT TO SHOWCASE NEXT GENERATION OF AVIATION CONNECTIVITY SOLUTIONS AT LEADING ASIAN TRADE EVENTS

News / Manufacturer



**Inmarsat, the leading provider of global mobile satellite communications services, will showcase its ground-breaking new Global Xpress (GX) inflight connectivity service at two of Asia's leading aviation trade shows this month.**

The Asia Pacific region is a strategically important market for GX, which is set to enter global commercial services later this year as the first high-speed broadband network to span the world, delivering seamless, globally available connectivity in the air, on land and at sea from a single operator. It will allow airlines to offer their passengers the same high standard of in-flight broadband connectivity that has previously only been available on the ground.

Singapore Airlines this week confirmed plans to deploy high-speed connectivity (Wi-Fi and mobile phone text and data services) for passengers onboard its long-haul fleet using GX. The services will be provided to the airline by Inmarsat partner SITAONAIR and powered by Honeywell's JetWave satellite communications hardware. The first installation is scheduled for the second half of 2016, starting with Singapore Airlines' Boeing B777-300ER aircraft, followed by its Airbus A380-800s and A350-900s.

Inmarsat will present GX and its entire portfolio of aviation connectivity solutions at APEX Asia (November 16-17) and Future Travel Experience Asia Expo (November 17-19), both of which are being co-located at Singapore Expo, Convention and Exhibition Centre.

Attendees can meet with the company's Asia Pacific aviation team, which was recently expanded to better serve the market. New additions include Kuay Soong Teck and Chuck Albright, who have both joined the Singapore office as Airline Market Development Directors, with responsibility for expanding Inmarsat's airline customer base and revenues.

Kuay Soong Teck has a wealth of regional experience, including senior roles at Gogo and Thales, and will focus on opportunities in the China market. Chuck Albright has over 20 years of business development experience in the global aviation industry, most recently serving at Panasonic Avionics Corporation, and will focus on the wider Asia Pacific region.

Both will be present at the Inmarsat-hosted Asia Pacific Regional Aviation workshop in Singapore on November 20, 2015, where airlines can hear from industry specialists on pertinent topics such as airline business models for connectivity, future visions for aviation broadband in the next five to ten years, and using satellite technology to comply with the industry's upcoming safety mandates, as well as updates on GX cabin connectivity and SwiftBroadband - Safety cockpit communication solutions. Further details on the event and the online registration form is available on the following URL: <http://goo.gl/IUfqIC>

"In-flight connectivity is a major focus area for airlines across the world and Global Xpress marks the first time that they can offer a reliable, consistent and high-speed solution to their passengers with global coverage from a single operator," said Leo Mondale, President of Inmarsat Aviation.

"The fact that a world-class airline such as Singapore Airlines has selected Global Xpress is further testament to the strength of our offering. We congratulate our partners SITA OnAir and Honeywell Aerospace on this exciting development and look forward to showcasing Global Xpress and our other aviation solutions at APEX Asia, FTE Asia and the Inmarsat-hosted Asia Pacific Regional Aviation workshop in Singapore this month."

Inmarsat will be presenting on the following topics AT APEX Asia and FTE Asia:

**The sky is the limit: Future proofing in-flight technology - APEX Asia** (November 17, 3:30 p.m.-4:00 p.m.). Chuck Albright will discuss the tactics needed to construct a business model around in-flight technology that will not be obsolete in three years and will explain how to adapt to the changes that will come about once all aircraft are connected to the "Big Pipe", with the ultimate goal of providing the best passenger experience.

**Wi-Fi: The business model for revenue generation - FTE Asia Expo** (November 18, 4.00 p.m.-5:00 p.m.). Bill Peltola, Inmarsat Vice President of Aviation for the Asia Pacific region, will look at how airlines can generate revenue through high speed quality connectivity. Important questions will be asked, such as how business models can be adapted to satisfy the growing needs of passengers and the fast evolving technology, and how reliable in-flight connectivity can create the best passenger experience.

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