

THALES

TopEffects Catalog





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CUSTOMER PROPOSITION

Our Focus is on Your Passenger's Experience

The heart of the Thales TopSeries IFE system is the TopEffects Passenger Graphical User Interface (Passenger GUI) and its broad portfolio of applications and services. The TopSeries open software architecture takes full advantage of Internet technology for ultimate flexibility in providing a rich passenger experience. Since the inception of the TopSeries system, Thales has worked in collaboration with airlines throughout the world to deliver new TopEffects applications to passengers.

Design Objectives

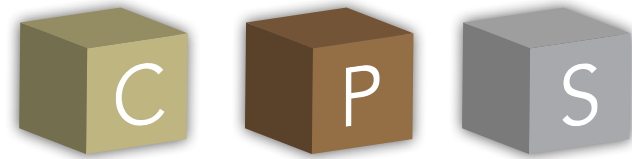
The TopSeries IFE system with TopEffects applications and services was designed to meet the following objectives:

- » Provide innovative and quality entertainment services to airlines and their passengers
- » Offer a rich and flexible selection of features—including customizable look-and-feel—enabling airlines to gain maximum value for their investment
- » Provide a personal passenger experience that embraces the preferences of each passenger and is sensitive to the airline's brand and identity
- » Build and reinforce the relationship between the airline and its passengers
- » Rapidly introduce original and inventive developments in entertainment and technology
- » Improve inflight service efficiency and facilitate more responsive communication between passengers and cabin crew
- » Leverage emerging technologies in consumer devices and wireless communications to maximize value to airlines and their passengers



NEW BASELINE PACKAGES

Classic, Premium and Signature



Through its collaboration with the industry and its ability to leverage recent innovations in ground technologies, Thales is now pleased to offer Classic, Premium and Signature packages. These packages bundle the most popular Passenger GUI features, applications and services that address basic-to-advanced IFE features. The packages also provide cost-effective ways for airlines to customize their entertainment offerings. Each package includes a version of the very flexible and dynamic Passenger GUI, which is automatically driven by the content database. All updates to the content database are immediately reflected in the graphical user interface by inserting additional pages for each added or updated title—e.g., movies, CDs and games. Advanced IFE features include new applications and services that focus on personalization—plus more elaborate airline branding and marketing opportunities.

Throughout this document, C,P and S are used to identify which applications are priced and included with the Classic, Premium and Signature packages, respectively.

C

Classic Package

For those airlines requiring a simple and straightforward user interface for their passengers, the Classic Package offers a standard navigation flow in five color schemes plus AVOD and a broadcast map. This package is the perfect choice when time-to-market is a critical factor.

- » Rapid Deployment: Short setup and lead time
- » Cost-effective, easily implemented selection
- » Easily Updatable color, logo and branding
- » Broadcast moving maps, and other useful features

P

Premium Package

The Premium Package provides the airline with customization of color, font, background and other graphic elements based on a choice of three navigation flows.

- » Versatile and flexible appearance with many available customizations
- » Full video feature package including Favorites List, Picture in Picture (PIP) and more
- » Passengers can roam the globe with interactive maps

S

Signature Package

The Signature Package enables the airline to distinctively design its user interface to provide a unique passenger experience.

- » Fully customized original design to airline specifications
- » IFE design integrated with all airline branding and marketing elements
- » Includes all Classic and Premium applications
- » First rate features to entertain and inform

OPTIONAL VALUE ADDED PACKAGES

Having selected a baseline package, airlines can then select specific optional packages to address specialized airline needs such as Personalization or Ancillary Revenue.

Application Descriptions

Detailed descriptions of applications are included in this catalog. For those airlines that prefer an à la carte approach, these applications can be selected individually.

Many applications are customized to each airline's unique requirements. These customizations are defined as standard. Further customization are available by quote.

The following icon is used to identify the applications that require a Smart Video Display Unit, Generation 3 and above



Passenger GUI Comparison

A comparison of the Passenger GUIs for each package is provided at the end of this document.

Throughout this document, the following icons are used to identify which applications are priced and bundled into the packages:



PED Package

File Viewer, External Video and Audio Playback, Passenger Download Via USB



TopConnect Applications

SMS, Email, Live Credit Card Transactions, Live News Portal



Personalization (Coming Soon)

Personalization, Targeted Advertising, Passenger Manifest Management



Ancillary Revenue (Coming Soon)

Shopping Cart, Meal and Beverage with Ordering and Payment Processing, Pay Per Access



Crew and Operations Efficiency

Custom Script Automation, Crew to Ground Messaging, Route Based Programming, Crew to Seat Messaging

For more information about Thales Applications for the TopSeries System contact your local Thales Office.

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