



Thales to Launch New Application Portal for the TopSeries System

September 12, 2011, SEATTLE, WA - Thales, a leader in In-Flight Entertainment and Connectivity systems, announced the launch of a new portal dedicated to applications for the TopSeries AVANT system. Called the Thales App Portal, the portal provides a dynamic web-based solution for matching existing consumer applications with the TopSeries AVANT system and will be available for customer access by end of 2011.

The Thales App Portal leverages the Google Android Marketplace in that it lets the user review and purchase applications for their specific hardware system. The portal provides a new, flexible and secure way of managing application content. *"The Thales App Portal is the first time a true link has been made between consumer designed and developed applications and the IFEC market. This innovation reflects the Thales open culture and partnership strategy and will enable access to thousands of potential applications,"* said Stuart Dunleavy, VP Marketing and Customer Propositions for Thales' In-flight Entertainment and Connectivity business.

The portal is geared to two different audiences, Airlines and Software Developers. For Airlines, the benefits the portal brings are content flexibility, lower cost, reduced time to market for new applications, and an enhanced passenger entertainment experience. For Developers, the value is that they can gain access to a new market, increase brand exposure, and realize licensing revenue. Thales will use this portal as a means to increase its applications catalog by expanding developer partnerships.

Though the portal is scheduled to launch by the end of the year with over a hundred new applications, Airlines and Developers can now visit the Thales website, click on Applications and sign-up for future news updates, www.thales-ifec.com.

Visit the Thales booth for a sneak preview, booth # 1401.

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About Thales

Thales is a global technology leader for the Defence & Security and the Aerospace & Transport markets. In 2010, the company generated revenues of €13.1 billion with 68,000 employees in 50 countries. With its 22,500 engineers and researchers, Thales has a unique capability to design, develop and deploy equipment, systems and services that meet the most complex security requirements. Thales has an exceptional international footprint, with operations around the world working with customers as local partners.

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