



China Eastern Airlines selects Thales In-Flight Entertainment Systems for their Airbus Aircraft

Zhuhai Air Show, CHINA, November 16, 2010, – Thales, a leader in In-Flight Entertainment (IFE) and connectivity systems, announced that China Eastern Airlines selected the TopSeries system for 16 of its new A330-200 aircraft. Installed at every seat, the TopSeries IFE system will enable passengers to enjoy the experience of accessing a wide range of audio and video on-demand entertainment and information using a touch screen display sizes 15.4” in business class and 10.6” in economy. In addition, passengers will have Thales slim-line tethered passenger control units for even greater convenience. The first aircraft is schedule to deliver in November 2011.

The system will also provide advanced capabilities that accommodate personal electronic devices with USB connection enabling passengers to view on the in-seat IFE display picture files from their portable consumer products. Other applications that could roll-out in the future include a broadcast 3D moving map for flight status information, electronic books and shopping.

This selection of TopSeries system comes after China Eastern Airline’s extensive competition. *“We are very pleased to be working with China Eastern Airlines for A330 programme. I am confident that passengers will enjoy the flying experience, and that it will pave the way for a growing cooperation,”* said Alan Pellegrini, Managing Director for the Thales In-Flight Entertainment business.

Thales’s local presence in China and surrounding areas is expanding under the leadership of a local management team based in Beijing. There, the company has a major repair facility that supports IFE and Avionics services, and is introducing a new advanced technology media centre for content management services. *“Our plans to further invest in China for the benefit of local airlines and airport is a priority for Thales. We have proven products and services that will satisfy market needs now and in the future.”* said Olivier Guibert, President Thales China and North Asia region.

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About Thales

Thales is a global technology leader for Defence & Security and Aerospace & Transport markets. In 2009, the company generated revenues of 12.9 billion euros 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.

For more information about Thales In-Flight Entertainment Systems visit www.thales-ifs.com .

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