

BA ON DEMAND

Neuilly-sur-Seine, 17 November 2008 – British Airways has agreed a multi million pound deal for the new Thales TopSeries In Flight Entertainment system to be installed on its new delivery aircraft and next generation aircraft.

With bigger, clearer LCD screens, the multimedia system will give customers access more than 100 movies, 300 programmes and 400 CDs as well as a range of radio programmes and podcasts whenever they want.

It also includes a new range of interactive and multiplayer games as well as several e-learning applications, which will allow customers to enjoy a web-like experience from their seat.

Other features include:

- Enhanced wide screen sizes are 15.4" in First Class, 12.1" in Club World, 10.6" in World Traveller Plus and 8.9" in World Traveller
- USB and RCA jack ports at each seat throughout the cabin for personal electronic device (PED) connection and charging.
- In-seat laptop power plugs throughout the cabin.
- Noise cancelling headsets in all premium class seats : First, Club World and World Traveller Plus.
- New 3-D interactive moving map applications in all cabins

Jamie Cassidy, British Airways general manager, product management said: *"The new Thales IFE system will go way beyond the basics. It is an 'everything on demand' system that lets passengers do what they want when they want."*

Mark Barclay, Vice President and Managing Director at Thales UK's aerospace business said: *"Thales will deliver an in flight entertainment system that reinforces British Airways' brand and service in all classes. We are delighted about the selection and anticipate that, together, our two companies will keep raising the bar in this field."*

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The system will be delivered for installation in 2010 on new delivery Boeing 777-300ERs, next generation Airbus A380 aircraft and the Boeing 787 Dreamliners.

For more information about British Airways visit www.ba.com
Or call the press office on 0208 738 5001 / email mediarelations@ba.com

About Thales

Thales is a leading international electronics and systems group, addressing defence, aerospace and security markets worldwide. Thales' leading-edge technology is supported by 22,000 R&D engineers who offer a capability unmatched in Europe to develop and deploy field-proven mission-critical information systems. To this end, the group's civil and military businesses develop in parallel and share a common base of technologies to serve a single objective: the security of people, property and nations. The group builds its growth on its unique multi-domestic strategy based on trusted partnerships with national customers and market players, while leveraging its global expertise to support local technology and industrial development. Thales employs 68,000 people in 50 countries with 2007 revenues of €12.3 billion.

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