



Thales and ExtendMedia partner to deliver next generation content management platform for In Flight Entertainment

Aircraft Interiors, Hamburg 1st April 2009 – Thales, a leader in passenger entertainment systems, and ExtendMedia Corporation, a leading provider of digital media content management and distribution software, today announced a partnership to develop a platform that will revolutionize the way in-flight entertainment media is managed by airlines and distributed to passengers.

The new centralized content management platform will eliminate traditional manual processes through a flexible, highly secure, automated solution that reduces errors, as well as the cost and time between content procurement and delivery to the airline. The solution also includes transaction support that will facilitate the processing of payment transactions via the Thales IFE system.

“Thales is committed to providing best-in-class media management services to our airline customers and content service provider partners. Working with ExtendMedia will allow us to marry the ExtendMedia expertise in media management with the Thales strengths in passenger entertainment ultimately enabling us to reduce time, cost and complexity in the content value stream,” said Stuart Dunleavy, Vice President of Thales’ Digital Media Services group.

The new platform will be based on ExtendMedia’s flagship product, OpenCASE, a modular, end-to-end platform for the management, publishing, monetization and delivery of multi-screen content services to PCs, television, in-flight and mobile devices. OpenCASE supports:

- Unified Ingestion and Content Management
- Content Syndication and Publishing
- Ad Insertion and Campaign Management
- Product Configuration, Bundling and Pricing
- Billing and Transaction Management
- Content Fulfillment, Distribution and Delivery
- DRM and Rights Management
- Subscriber and Profile Management
- Device Management and Synchronization
- Reporting and Analytics

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“Consumers want the same expansive media choices and flexibility in-flight as they do in their everyday lives. As we continue our international expansion, we expect that our solution with Thales will establish a new standard, in both cost efficiency and unique service capabilities, for in-flight entertainment,” said Tom Maclsaac, new CEO of Extend Media.

With OpenCASE, a content or service provider can define and automate sophisticated business rules to control every aspect of the content service lifecycle - ingestion, description, encoding, encryption, packaging, pricing, ad insertion, syndication, distribution, and promotion from a modular, workflow-driven interface.

About ExtendMedia

ExtendMedia is the leading independent supplier of multi-screen media monetization software that allows media distributors to create, manage, publish, and securely deliver digital content services across broadband, TV and mobile devices. Extend’s flagship product, OpenCASE, is a carrier-grade platform that supports both advertising and commerce business models, allows streaming or download content delivery, and provides the flexibility necessary for integration with existing infrastructure and processes. OpenCASE is available in both hosted and enterprise license models.

Headquartered in Boston, Mass., Extend-Media powers initiatives for innovative communications, media and consumer electronics companies including: AT&T, Bell Canada, Hewlett-Packard, and Mitsubishi/UB Cross. For more information, please visit us at www.extend.com.

About Thales IFE Systems

Thales entered the inflight entertainment business in the late 90s and today employs 700+ dedicated professionals with decades of IFE experience. Its’ IFE headquarter office is located in California with regional offices in France, China and Singapore. Thales is the fastest growing IFE supplier with over 1,000 aircraft commitments in just 5 years. Thales offers a comprehensive inflight entertainment solution covering four main areas:

- TopSeries Inflight Entertainment Systems
- TopConnect Suite of Connectivity Solutions
- TopEffects Digital Media and Services
- TopServices Global Service and Support

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