



TopEffects Digital Media Services

TopEffects

The Thales TopEffects offering builds the passenger experience by combining the right entertainment, information and communication options into a package that reflects an airline's brand.



PERSONALIZATION

TopEffects provides an interactive personalized experience that builds loyalty between an airline and their passengers with key features such as customized graphics, greetings, content filtering and targeted advertising.

REVENUE GENERATION

Applications and services include a range of airline revenue options such as paid access, onboard sales transactions, advertising and sponsorships.

CONTENT MANAGEMENT SERVICES

Through TopEffects, Thales provides seamless media supply chain management using secure, automated processes that produce an economic means to obtain, centralize and distribute content.

Experience Inflight Satisfaction



**TopEffects.
Creating a compelling passenger experience everyday.**

APPLICATIONS



• Video
Video on-demand with language selection, picture-in-picture and parental lock.



• Audio
Audio on-demand that enables skip track, music shuffle and build your own playlist.



• Games
Single & Multi-player games with standard and 3D graphics.



• Maps
Interactive 3D maps show flight progress and allow passengers to browse the globe.



• Print Media
Published media such as books, magazines and newspapers.



• Communications
Connects people through in-seat chat, SMS, email and Internet browsing.



• Shopping
Enables inflight catalogs with shopping cart and payment transaction functions.



• Meal and Beverage
View and order meal and beverage selections from each passenger seat.



• Information
Accommodates customized electronic surveys for real-time passenger opinions.



• Personal Devices
Allows passengers to view files from their personal electronic devices on the in-seat display.

THE THALES ADVANTAGE

What differentiates Thales in the IFE market is the company itself. Thales is a major worldwide electronics company that specializes in aerospace.

• Graphical User Interface
Based on Airline preferences, passenger menu screens are designed to promote business image and style.

