

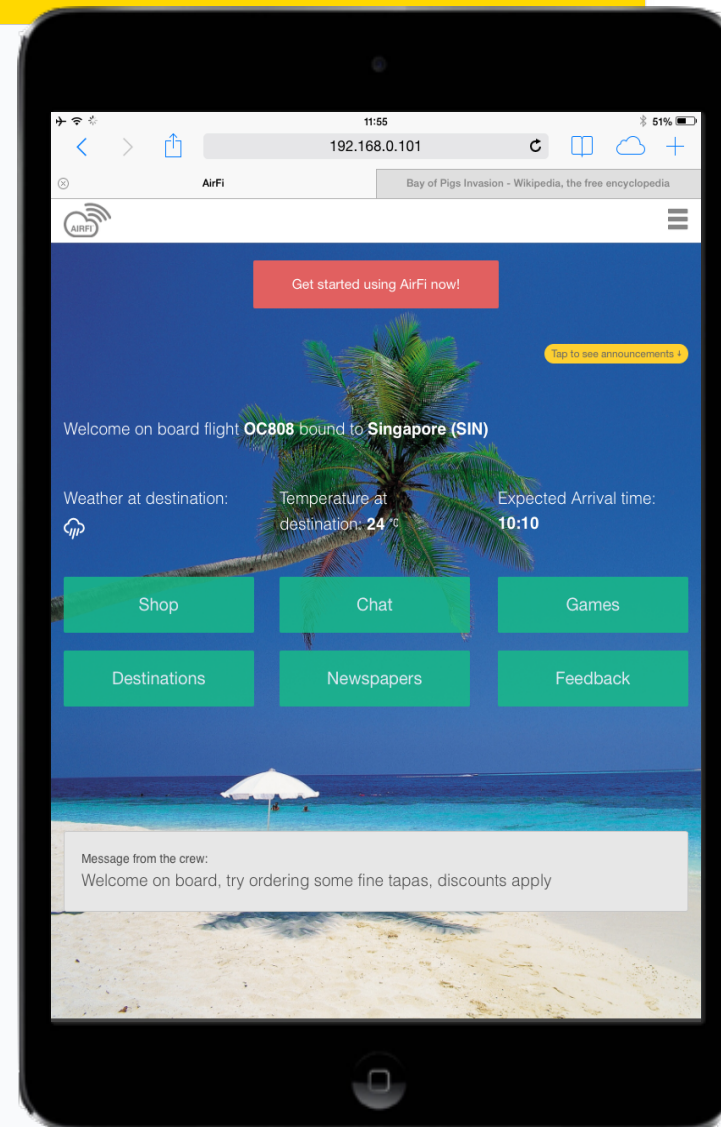


AirFilytics: data from 30.000 ft

MI Airline is bringing Innovation to the Cabin



Connected Crew
(Cabin Crew)



AirFi
(passengers)



AirFi: Portable OnBoard WiFi



The Onboard Connectivity Business Case is challenged



High investment costs:

Equipment, Certification, Documentation, Content etc,

High Bandwidth / Weight costs:

Satellite Internet Access / Fixed equipment + wiring

Dubious business case:

How many passengers will pay?



AirFi Box
+
Platform



- A low cost solution, usage of personal devices (NO app download), is an attractive alternative for In-seat screens
- Unobtrusive to your aircraft, no installation or modification needed
- Freedom to bring your own applications, entertainment, forms and content to the passengers
- Self Service ancillary sales
- Video streaming



Self Scaling Network

- Bigger aircraft: more Boxes
- Each AirFi Box can approximately serve 50 pax, add more Boxes to serve more
- The Boxes should be placed in crew-item overhead bin or ceiling compartments by the Crew
- AirFi creates a single WiFi network in cabin



Extensible Platform



- The platform technology is based on HTML5/Javascript
- No app installation required by the passengers
- Airlines/3rd Parties can add features and applications
- (Paid) Development Support teams are standing by

Lightweight Entertainment with the aim to generate revenue



- Focus on short haul and medium haul flights
- Choose your own content and content providers, work with our partners, or work with your existing commercial partners.
- Optimal combination of revenue generating content and IFE

- Onboard shop
- Video
- Lottery tickets
- Destination specific sales
- Car rental
- Advertisement

- Games
- Chat
- Mix of local and international news
- RSS feeds
- Destination information
- Magazines

Onboard Retail and Usage Analysis



- **AirFilytics** to see and understand how AirFi is used.
- Usage statistics, user activity tracking and chat messages are automatically uploaded
 - Which onboard items are mostly seen and liked?
 - Which games are played more often?
 - Which content has the most traction?

Biggest challenge: Offline



- No 100% off-line events tracking frameworks available
- Single page architecture of the AirFi platform

So:

- AirFi built own activity tracking model
- Integrating to Segment.io
- Analytics in many different online statistics tools

Architecture



- AirFi Box Components:
 - Node.js, Angular, Non-SQL database
- AirFi Backend Platform
 - Cloudant, Java, Grails

AirFilytics Events samples



- Accessed AirFi
- Added Product
- Clicked Button
- Completed Order
- Created Private Chatroom
- Created Public Chatroom
- Entered CP (Captive Portal)
- Entered Games Catalogue
- Entered Private Chatroom
- Entered Private Chat
- Entered Public Chatroom
- Entered Shop
- Favorited Product
- Flipped Magazine Page
- Left Public Chatroom
- Navigated Page
- Opened Magazine
- Played Game
- Removed Product
- Selected Game
- Selected Shop Catalogue

Funnel Analytics News Readers



Overview

Viewed...e Page

Viewed...1 Page

Viewed Article

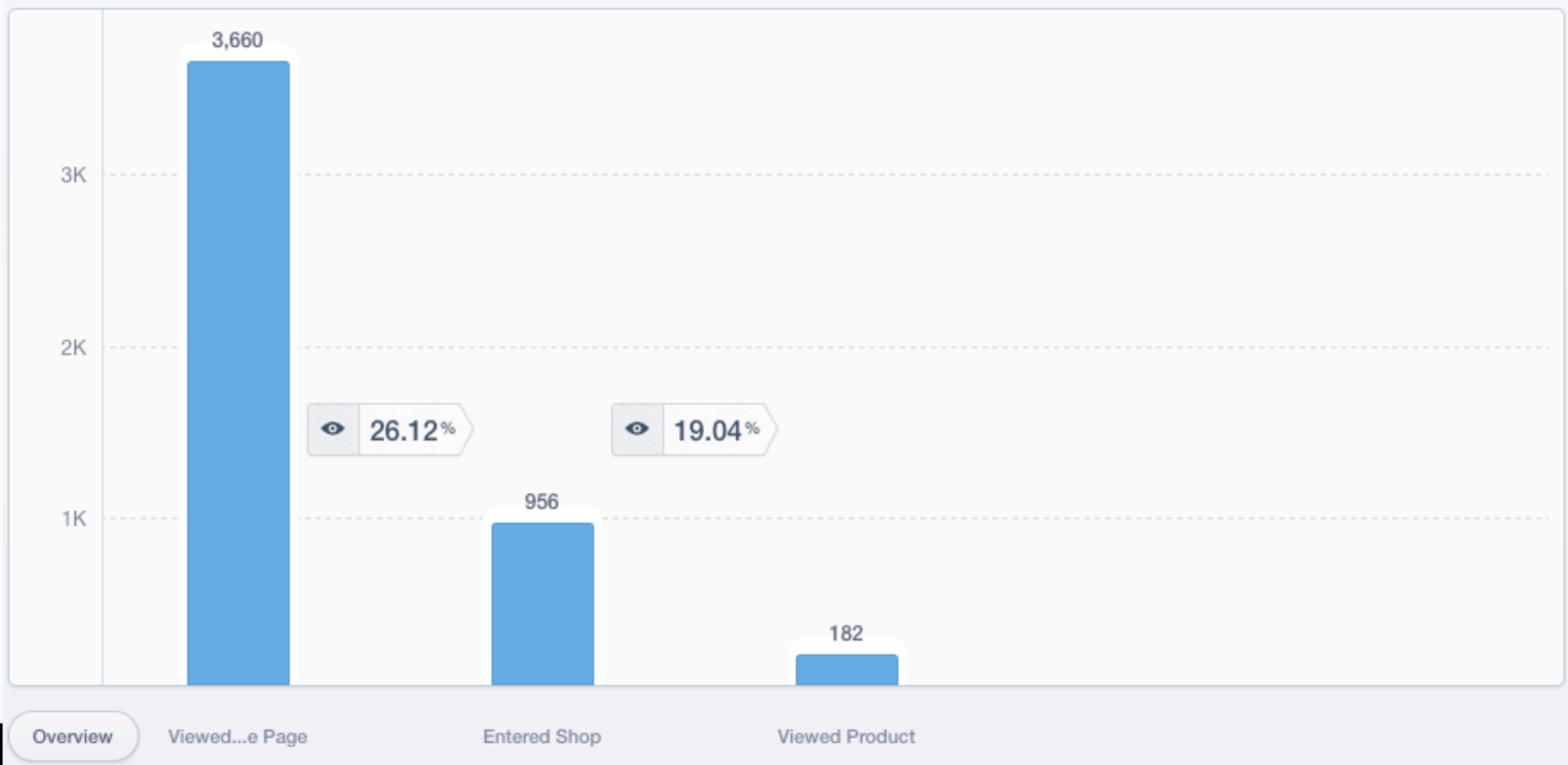
Viewed...2 Page

Viewed...3 Page

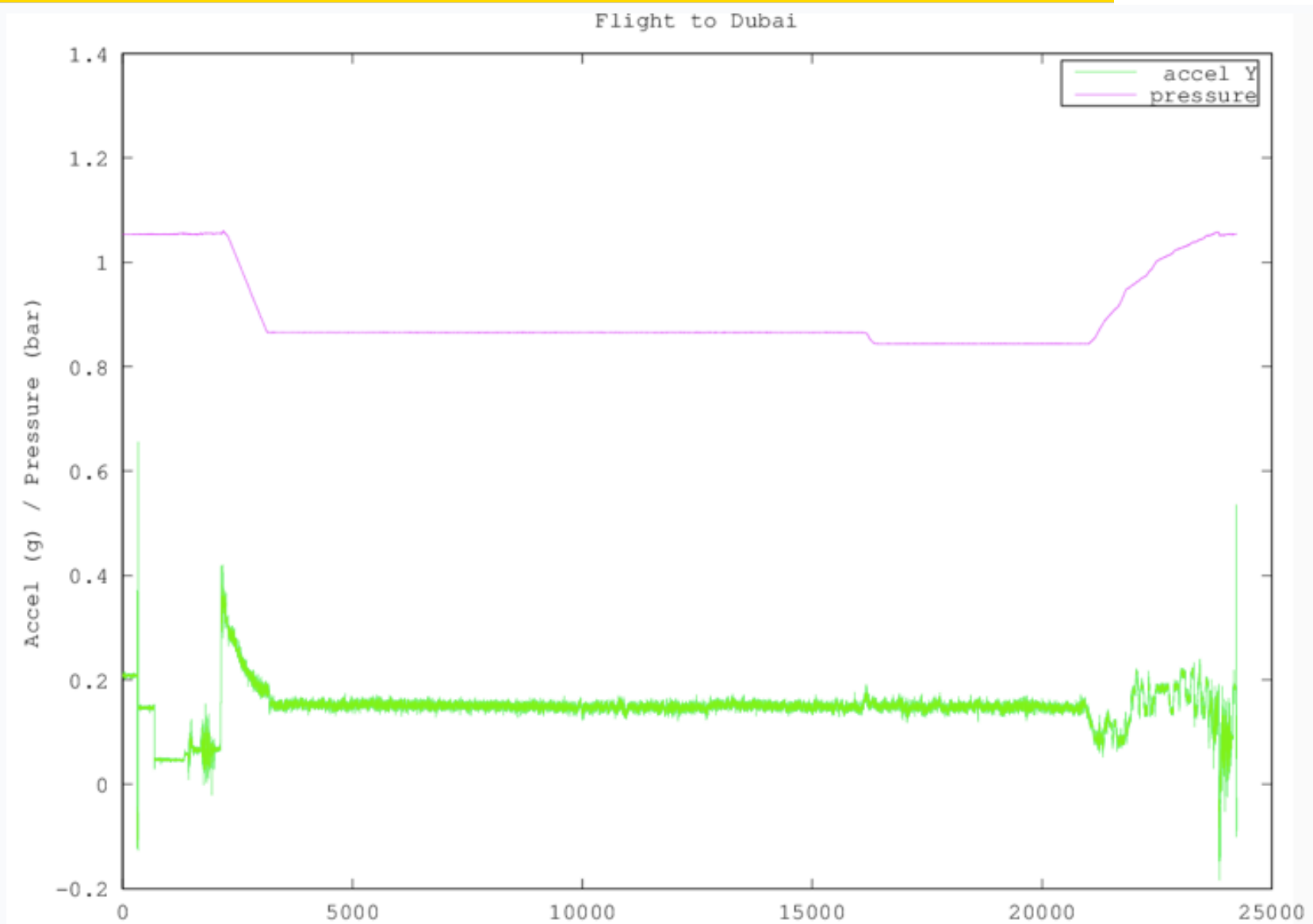


Funnel Analytics

Shop visitors



Using other sensors like Air Pressure, and Accelerometer



AirFi is created by  airline

MI Airline is funded by

mainport
innovation
fund



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