



Bluebox ready to entertain VIPs on Business Jet

AviIT is pleased to confirm that Bluebox Avionics Ltd (in which AviIT is a 50% owner together with Phantom Media) has won its first customer for the Bluebox wireless controlled, semi-embedded AVOD system with a VIP jet client in the United States. A world first, the system will be incorporated into a brand new Boeing BBJ being fitted out by cabin installation specialist Greenpoint Technologies, based in Seattle.







Under the contract, the Bluebox units will be installed into seat arm mounts and can be removed by passengers and placed on the tray tables if desired with seat power being available for unlimited usage time.

Delivering the latest generation DRM compliant content, the system utilizes the same hardware platform as the innovative Bluebox lite portable unit but configured for full control via a Crew Management Terminal, with all control functions being via an Ethernet 802.11 wireless system. As part of the system, Cabin PA, pause, forced playback and system disable functionality will be available together with live, streamed mapping information from a Rockwell Collins Airshow system.

David Brown, CEO of AviIT Ltd, commented:

"We are very pleased that Bluebox Avionics has been awarded this contract. Our innovative approach for controlling and delivering appropriate content to our Bluebox IFE system using wireless technology demonstrates that this approach is entirely viable with the right architecture. We are delighted to be able to provide the significant benefits of wireless technology to our first Bluebox semi-embedded system customer and believe that this will be a significant step forward in IFE technology compared to traditional systems."

Bluebox Avionics will next showcase the Bluebox product range at the Aircraft Interiors Expo in Los Angeles, September 2008.

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