

IT Solutions for the Aviation Industry



AviIT Teams Up with Wingspeed to Enable Bluebox IFE Capability

Edinburgh (July 31, 2008) – AviIT, a leading provider of specialist IT based solutions for the aviation industry, is pleased to announce that it has teamed up with Wingspeed Corporation, the aircraft communications solutions provider, to provide a communications link to support its Bluebox family of IFE (in-flight entertainment) products.

Bluebox's ultra-mobile, PC-based products offer airlines the ability to generate additional cabin revenue or premium services by providing passengers with in-flight access to top Hollywood movies, high value secure shopping, interactive games, TV, music and other audiovisual entertainment options. Due to its superior image and audio quality and the highest level of digital encryption, Bluebox has gained approval from all leading Hollywood studios, including Warner Bros, Paramount/Dreamworks, NBC Universal, Sony Pictures, Buena Vista and 20th Century Fox, to host their content. AviIT is a 50% owner of Bluebox Avionics Ltd, responsible for all system hardware and application software.

Growth areas for Bluebox products are the charter and VIP carriers sectors.

David Brown, CEO of AviIT and a director of Bluebox Avionics Ltd, commented:

“We are very pleased to be working with Wingspeed to support Bluebox, as the platform provides exceptional flexibility and versatility. We are also looking forward to exploring further opportunities with VIP aircraft. In the past, it has been difficult to provide a fully featured AVOD (Audio Video On Demand) IFE system at an affordable price and an acceptable physical size and weight because these aircraft generally have a fewer number of seats. But the compact Bluebox solution is ideal because it's much more scalable than traditional systems.”

The Wingspeed platform serves as the backbone for Bluebox's real-time information exchange between aircraft and the ground, specifically providing authorisation of credit card payments and satisfying other short data transmission requirements. In addition, the onboard communications capability provided by Wingspeed enables a range of other cockpit and cabin network solutions and includes hardware, software, certification and installation support functions.

Ciaran Bernard, Wingspeed's director of sales for Europe, added:

“As the leader in connected airborne networking solutions, we're delighted to see the many new ways that companies such as AviIT and Bluebox are finding to expand the communications options of airline passengers, while saving money and generating revenue for airline operators.”

The AviIT-Wingspeed-Bluebox system is available today.

About Wingspeed Corporation

Wingspeed Corporation, headquartered in Concord, MA, provides automated, paperless operations and open, scalable, end-to-end communications solutions for commercial and corporate aircraft. Additional information on the global XL Link Voice and Data Communication System and the XL Link Flight Information Architecture is available at www.wingspeedcorp.com.

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