



## Display Interactive

Société par actions simplifiée au capital de 96.541 €  
Siège social au 7 avenue du Fort, 92120 Montrouge  
RCS Nanterre # 494 141 187

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### Press Release

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## Display Interactive launches its wireless IFE solution with three airlines

*Air Caraïbes, French Blue and Shaheen Air International  
selected UGO solution for installation on their long-haul fleet in 2016*

Paris — April 4<sup>th</sup>, 2016

Display Interactive unveiled today the names of its launch customers for its UGO wireless IFE solution. In an unusual way, the young French company announced three airlines to launch its wireless IFE solution, rather than a single one.

French airlines Air Caraïbes and French Blue, as well as Pakistani company Shaheen Air, will equip as soon as 2016 their long-haul fleet with the IFE portal designed and developed by Display Interactive. The three operators have placed options for a total of 24 aircraft, the first ones being in operations before end of year 2016.

“We designed UGO as a deeply innovating in-flight entertainment (IFE) solution, as it has been thought with two key objectives in mind: passenger experience and customer engagement on one hand, agility and scalability for commercial operators on the other hand. This design-thinking process was a key difference for our launch customers. We are honoured and happy to welcome the three of them as founding members and partners of the new UGO community” explains Tarek El Mitwalli, Display Interactive CEO.

A customized version of UGO solution will be installed aboard Air Caraïbes brand new A350 – the first ones to be operated commercially in France. “The WiFi portal developed by Display Interactive will offer passengers a brand new set of contents and services, as a complement to seat-back IFE. Some of them will be accessed locally through the cabin WiFi network, others have been especially designed in order to leverage possibilities offered by Ka band connectivity” explains Thierry Carmes, Strategy and Development Director at Display Interactive.

As UGO solution will also equip the fleet of French Blue, the new low-cost company launched by Groupe Dubreuil this summer, Display Interactive proves that its platform

matches well with specific economic and profitability objectives of low-fare or low-cost carriers. «IFE business cases should not only be focused on CAPEX but also include OPEX, as recurring costs are frequently way too high for the flexibility provided. An IFE platform should evolve in order to adapt to passengers evolving expectations, this is often prevented by technical or economical factors. UGO was designed as a service to commercial operators, we wanted to give them full control on their IFE» explains El Mitwalli. “What we have seen much too frequently is that airlines processes were supposed to adapt to IFE constraints. Well, we designed it just the other way, we adjust our IFE to fit with airlines processes. It makes much more sense, and Marketing teams are empowered, as they are given the ability to experiment, test and learn, for a minimized incremental cost.” stresses Carmes.

Display Interactive claims content and service innovation as a key element of its development and differentiation strategy. The company transposes in the IFE world the best practices and philosophy learned from the digital world, while making sure that specific air transportation issues – such as security - are addressed with due expertise.

The announcement that Pakistani airline Shaheen Air International will install UGO on its aircraft demonstrates that such an innovative solution makes sense outside the French and European market. It also confirms the recognized know-how and expertise of the French aeronautical industry, as this retrofit project will be driven and certified in close cooperation with DOA teams from Air France Industries. “Some of our customers are convinced that wireless IFEs will develop massively in the future, and we wanted to address this growing demand” explains Magali Doucet-Darles, Head of Cabin Business Development at Air France Industries. “These are indeed strategic decisions, based upon each airline’s particular commercial and economical situation. Today, it is a most valuable option to be considered by market segments where IFEs are not implemented.”

“The time of TV screens is past, now. Service personalisation is mandatory, as passengers have reference points coming from mobile and Web activities. They have developed new acceptance criteria for user experience, ergonomics, and design. We are able to offer services designed especially for air transportation, with or without connectivity, adapted to each PED specific requirements. We were able to develop this value proposition with the support of highly-skilled business partners, that were willing to support us in such an adventure” concludes El Mitwalli.

Please note this press release follows recent announcement by Display Interactive and Canadian TrueNorth of their collaboration on the business jet market, issued at NBAA in novembre 2015.

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**About Display Interactive:** Creator of UGO, Display Interactive was founded in 2007. Our clients are major media and telecom brands and longstanding partners. These relationships have allowed us to apply our experience and skills to the inflight entertainment (IFE) and transportation markets, starting in 2013. Our vision is to help operators fully benefit from the digital world—through simplicity, flexibility, and economics. Our UGO turnkey IFE solution is designed to align the in-flight customer experience with digital strategy. UGO was demonstrated live on aviation-certified hardware at Aircraft Interiors Expo and at Paris Airshow in 2015, as a key milestone in our commitment to help airlines and operators to be successful and innovative. Display is a privately held, independent French company,

headquartered close to Paris. An innovative high-tech company, Display is part of several support programs from national and local French authorities.

To learn more, visit [www.ugo-ife.com](http://www.ugo-ife.com), LinkedIn & Twitter

We'll be on booth 2B14 at Hamburg Aircraft Interiors 2016.

**Press contact :**

Emmanuelle Mauduit

+33 (6) 17 653 561

Display Interactive

[emmanuelle.mauduit@display-interactive.com](mailto:emmanuelle.mauduit@display-interactive.com)