



Press release

## Display Interactive to offer programmatic advertising in UGO, its innovative wireless IFE solution

*Aligned with its ambitions to provide complete end-to-end solutions designed for airlines looking for new revenues, the IFEC company partners with Aeria Interactive for the provision of its programmatic Motus AI adserver*

Hamburg – April 2nd, 2019

Display Interactive and Aeria motus (Aeria) announce a strategic partnership to fully integrate Aeria motus Ai technology with UGO, the wireless IFE solution that offers a complete catalogue of onboard infotainment and digital services. As a result of this agreement, Aeria will begin rolling out their ad-serving technology with Display Interactive's partnered airlines interested in creating new revenue streams by leveraging the benefits of programmatic advertising.

"Programmatic advertising is today fully implemented into most media strategies, and in-flight campaigns can't be the exception. UGO, our BYOD flexible IFE solution, is a great circuit to leverage the benefits of new advertising models onboard. Our aim is to deliver an end-to-end technology easy to adapt to different airline's strategies, and this partnership goes in that direction", explains Thierry Carmes, Display Interactive' COO. "We partner with Aeria Interactive Motus AI technology for its unique targeting capabilities and the power of their dynamic advertising", says Carmes.

" Working with Display Interactive on serving their clients with our Motus Ai platform opens exceptional revenue possibilities. Airlines want to benefit from the Ad revenue opportunities available and we're facilitating that with technology, whether in an online

or offline environment", said Tammam Shaibani, CEO at Aeria Interactive. "Advertising really only works when you have relevant content and we love the way the UGO stack looks and behaves. Now advertisers, Ad networks and Demand Service Platforms can connect to us and serve airlines equipped with UGO", explains Shaibani.

By combining Display Interactive's IFE solutions with Aeria's ability to create ancillary revenue streams through advertising, partnered airlines can:

- Embrace profitable IFEC business models by generating new revenues
- Connect brands & users in the context of a privileged environment through non-intrusive, winning advertising campaigns
- Optimize in-flight digital strategies thanks to the adaptable UGO technology that enables an agile A/B testing approach, crucial for campaign success
- Analyze advertising results in record time through the easy visualization of KPIs in powerful dashboards

Resulting from this agreement, Display Interactive partnered airlines equipped with UGO technology can from now on enjoy a complete catalogue of dynamic programmatic advertising services, with a wide range of targeting options fully available both in offline or connected flight environments.

## About Display Interactive

[Display Interactive](#) is a +10 years of experience corporation that delivers to airlines and partners a best-in-class connected IFE solution that goes beyond entertainment, covering a 360° onboard services scope designed to empower profitable airlines' business models while making ultimate end-users flight more enjoyable. In this direction, the brand's technology, named UGO, proposes to airlines a complete catalogue of entertainment and information, as well as a large range of services: retail, connectivity, advertising, cabin management, flight reports and big data.

Display Interactive flexible and scalable technology is trusted by well-known air carriers such as Qatar Airways, Air France and Corsair, among others.

[www.display.aero](http://www.display.aero)

## About Aeria motus

[Aeria motus](#) is a Berlin-based Travel Tech company powering content and advertising on entertainment platforms and traveler-owned devices. Aeria connects brands and users via Portals/Apps on the ground and in the sky, driving user engagement and partner revenue.

With the patented Motus AI technology, Aeria is the only company worldwide with agency approved offline validation trackers, offering all the targeting possibilities available in the online world today. Online-to-Offline handovers are quick to implement, taking as much as five seconds to capture and store advertiser landing pages and micro-sites for users to view in an offline environment.

[www.aeriainteractive.com](http://www.aeriainteractive.com)

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