

display

Press Release

Display Interactive reveals UGOsmart, a stunning real time DataViz solution that centralizes IFEC intelligence in a single view

The global Wireless In-Flight Entertainment & Digital Services vendor incorporates UGOsmart to its technology suite. This new addition aims at empowering airlines teams with real-time data to monitor IFEC systems and adjust service offering

Paris – September 3rd, 2019

Display Interactive announces the launch of UGOsmart, its latest solution designed for airlines to better collect, centralise and analyze in-flight generated data. Designed for IFEC and ancillary airlines teams and updated in real time, UGOsmart feeds a smooth decision-making process. Combined with the flexibility and scalability of UGO IFEC solution, it ensures maximal IFEC operational efficiency.



UGOsmart dashboards can be displayed on digital screens across different departments at airline's facilities

With the launch of UGOsmart, the French company wants to provide airlines with a solution to address the main data analytics and visualization issues that the industry faces on a regular basis: overwhelming of information, inflexible analytics, and blurry visibility on IFEC ROI.

'UGOsmart is not just a data analytics tool, but a seamless data visualization solution that presents animated data and tells business stories. We believe that this is the best way to transform data into insights, and most importantly, into tactical and strategic decisions. The power of UGOsmart resides also in its transversality, as it gathers diverse data for all airline's members involved into a IFEC program.' explains Tarek El Mitwalli, Display Interactive CEO.

With this seamless technology powered by Display Interactive, airlines can now:

- Better control **onboard ancillary revenues** and **connectivity** usage in real time, and compare it to previous periods and trends,
- Get instant insights of **passengers' behaviours** and IFE preferences,
- Improve **operational efficiency** by closely monitoring the performance of their systems and implementing fast changes.

Delivering a 360° value with powerful technologies and ongoing services

Display Interactive launches UGOsmart after years of deployment of its wireless IFE system, named UGO, in well-known airlines. The new DataViz solution is the final piece for the IFEC provider to cover the full cycle of an IFEC program: from design and implementation of UGO entertainment & digital services platform, to its day-to day operations, and now the analysis and evaluation of results thanks to UGOsmart.

In addition to its technology suite, the French organisation accompanies all its airline customers with **UGOlife**, an all-inclusive ongoing full service support that guarantees operational efficiency as well as optimal durability and success. "Designing UGO and complementing it with UGOlife and UGOsmart was crucial for us, because airlines operate IFEC on a daily basis, and most legacy systems don't provide any support to focus on the

road ahead. Our philosophy has always been to empower airline's teams and to keep the hassle of operational issues out of their minds. While UGOsmart allows our customers to make the right decisions, we can guarantee with UGOlife that these will result in immediate changes on the in-flight servers and therefore, in the passenger experience". adds El Mitwalli.

Display Interactive will exhibit at World Aviation Festival London 2019 (booth 56) and welcomes attending airlines to discover how UGOsmart can empower their IFEC teams..

About Display Interactive

Display Interactive is a +10 years of experience corporation that leveraged long-standing relationships with major airlines to apply expertise and skills to the in-flight entertainment (IFE) sector, starting in 2013. The brand's technology, a best-in-class wireless IFE system named UGO, proposes to airlines a complete catalogue of entertainment and information, as well as a large range of revenue driven services: retail, connectivity, advertising, cabin management, flight reports and big data. In addition, the global company headquartered in Paris offers to airlines powerful data analytics capabilities with UGOsmart, a seamless DataViz solution to monitor all in-flight generated data.

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

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