

The most flexible in-flight entertainment system available

Discover why airlines are choosing the Sony PSP®



PlayStation Portable



Part of the Travel Entertainment Group



Airlines can now add the Sony PlayStation® Portable (PSP®) to their in-flight entertainment and significantly increase on-board revenues. Passengers love using one of the world's most popular entertainment consoles to watch movies, TV shows and play the latest PSP® games.

Benefits

- Significant on-board revenue potential
- Very low weight
- Plays movies, TV shows & the latest PSP® games
- 11 hour battery life
- MPEG 4 TFT picture quality
- Airline branded
- Quick and easy to charge (up to 96 units at once)
- No capital expenditure required
- Multi-language support
- Content tailored, loaded & refreshed
- Full crew training & logistical support
- Complimentary solution to embedded IFE system
- Back-up solution for embedded system failure

The hand-held system of choice for Airlines



There are many reasons why airlines all over the world are investing in the PSP® as their hand-held entertainment system of choice...



Important Note: Any sale or rental of an independently acquired PSP® is in breach of both Sony's and the content provider's copyright. IFE Services has the rights from both content providers and Sony to fulfil your rental and exhibition needs.

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Massive on-board revenue opportunities

Even a small airline can add millions of dollars annually to its on-board revenues by renting the PSP® to passengers. Please see the 'Incremental Revenue Potential' sheet in this pack for some estimated revenue projections.

Plays the latest video games

Passengers are now more discerning than ever in their entertainment tastes. The PSP® is the only hand-held entertainment system available to passengers that plays the latest video games. No other hand-held system meets this demand.

The perfect back-up for embedded system failure

If your embedded system fails, the PSP® is a fantastic alternative entertainment system to offer frustrated passengers.

An extra perk for business class passengers

Business and first class passengers are the life blood of many airlines. What better way to show your appreciation and make their journey even more pleasurable than by offering a complimentary PSP® for the duration of their flight.



A great alternative to business class AVOD

In today's economic climate, fitting business and first class with embedded AVOD systems is a major expense many airlines can do without. The PSP® is the ideal alternative to offer passengers who want to watch movies and play games.

Part of your children's entertainment package

Keeping children entertained is an important requirement for all airlines. Adding the PSP® to your children's entertainment package will be welcomed by parents and youngsters alike.

Add it to your airline's passenger lounge entertainment

Making the PSP® available in airport lounges will be greatly appreciated by passengers looking to while away the time before their journey begins.

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The PSP® – A revolution in hand-held entertainment



Airlines can now take advantage of the very significant on-board revenue opportunities the PSP® can generate and passengers can enjoy one of the World's most popular and best-selling hand-held entertainment systems during their journey.

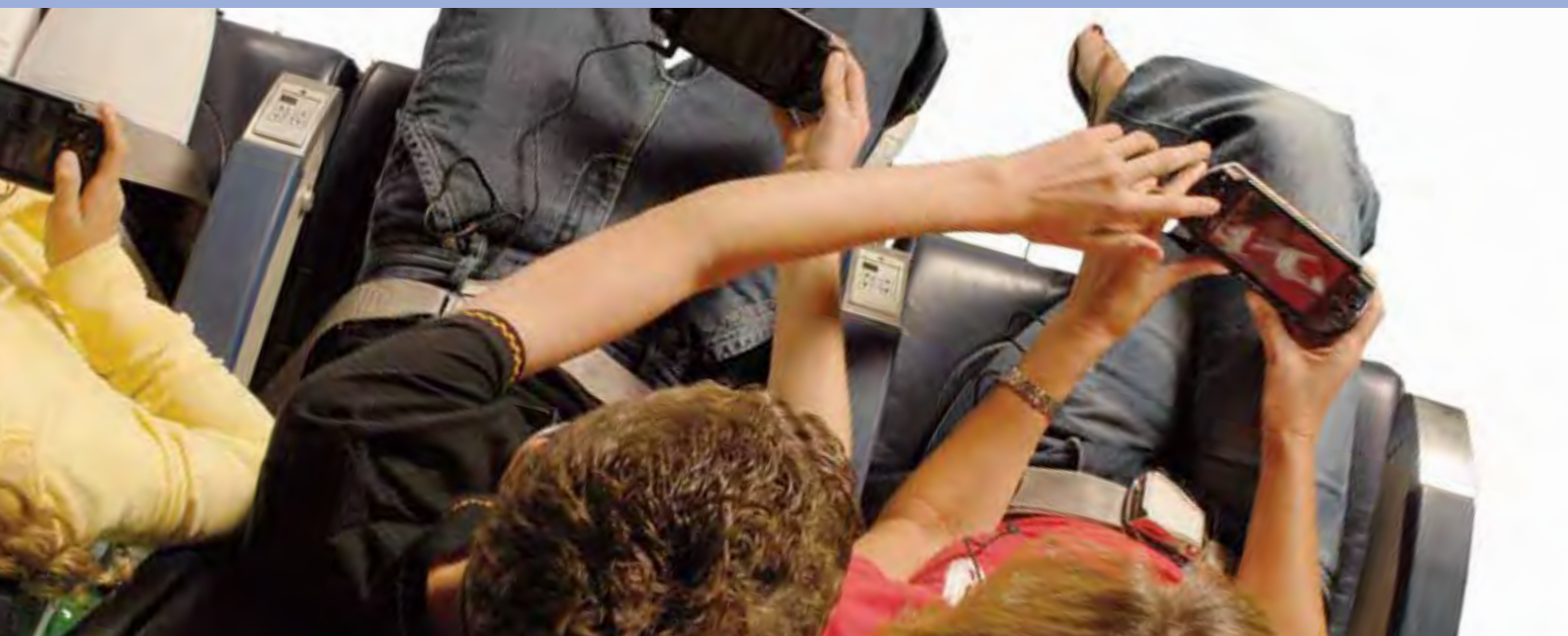
Children and adults alike can enjoy movies, watch TV shows and play the very latest PSP® video games.



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Here are just some of the reasons airlines all over the world are choosing the PSP® as their hand-held entertainment system of choice:

Significant ancillary revenue potential

Airlines can rapidly and significantly increase their on-board revenues from the rental of the PSP® to passengers. For an average sized airline, the figures run into the millions of dollars annually. Please see the separate 'Incremental Revenue Potential' sheet in this pack for further details.

No modification to aircraft

With the PSP®, there is no need for airlines to invest in expensive embedded hardware systems.

Very low weight

Additional aircraft weight matters more than ever. The PSP® is the lightest hand-held entertainment system on the market.

Long battery life

The PSP's impressive battery life will keep passengers entertained for up to 11 hours.

Airline branded

Each PSP® can be branded in line with your airline's brand guidelines with a customised background.

Multi-language support

The PSP® supports multiple languages making it an ideal entertainment companion for passengers travelling in any part of the world.

Quick and easy to charge

The PSP® can be rapidly and simply charged on the docking station that is available as part of the package. Up to 96 units can be charged within just 2 hours.

Content tailored, loaded and refreshed to meet exact requirements

We work with airlines to agree a tailored package of great content that will keep passengers entertained for hours. Content is loaded by us and updated at agreed timescales.

Full logistics and crew training support

To maximise the revenue potential of the PSP® and to ensure its smooth introduction onto your airline, IFE Services provides comprehensive crew training and full logistical support.

Why passengers rent the PSP®:

Our research shows that there is an average 92% uptake of available on-board PSPs. Here's why:

Personalised entertainment choice

Passengers love the range of entertainment options the PSP® offers. From movies and TV shows to the latest video games, the PSP® appeals to all passengers.

The latest PSP® video games

The PSP® is the only hand-held entertainment system available to airlines that allows passengers to play the best and latest video games. No other system comes close.

Easy to use, hold and enjoy

The PSP® has been specifically customised for use in-flight enabling it to be comfortably held or positioned on a seat-back tray. Its intuitive design makes it quick and simple to use.

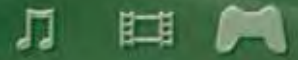
Great picture quality

The PSP's MPEG 4 TFT high-resolution screen makes it ideal for playing video games and watching movies.

System popularity

The PSP® is one of the world's best known and most popular hand-held entertainment systems with over 60 million units sold to date. This very strong brand familiarity makes it much easier to rent the PSP® to passengers than cumbersome non-branded systems.

High level approach for your PSP® project planning



IFE Services can assist you with many of the steps needed to successfully implement the PSP® throughout your operation.

A quick checklist of the key stages to be considered for the smooth roll out of your PSP® project:

- ③ What problems would a hand held entertainment device solve?
- ③ What incremental revenue will the PSP® bring?
- ③ What impact will the PSP® have on customer service?
- ③ Deciding on content/ language requirement
- ③ Pricing strategy
- ③ Commercial agreement with IFE Services
- ③ In-flight promotion pack
- ③ Head rest adverts
- ③ Entertainment guides
- ③ PA announcements
- ③ Online booking to be adjusted to include PSP® entertainment package
- ③ Marketing bundles to be established – for example for children and executives
- ③ Procedures for loading, in-flight operation and unloading
- ③ Crew training sessions to be arranged
- ③ Design and implementation of crew incentive schemes
- ③ Carry out performance reporting

IFE Services can provide comprehensive packages to assist you with your marketing, operational procedures and incentive schemes.



Incremental revenue potential



Here are the revenues a small airline (“Airline A”) can expect to generate from renting the PSP® to passengers.

Airline A has 15 aircraft and flies an average of 1,825 sectors per month. This equates to 4 sectors per aircraft per day.

The airline loads one tray of PSPs and games packages on each flight.

Revenue earning potential for Airline A at \$7 / unit / flight:

(The \$7 price point is for illustrative purposes only. We can work with you to establish pricing formulas based on different market territories.)

100% rented per flight
= 16 units per flight = **\$2,452,800 per annum**

75% rented per flight
= 12 units per flights = **\$1,839,600 per annum**

50% rented per flight
= 8 units per flight = **\$1,226,400 per annum**

Please note that there will be some costs associated with the PSP®:

- Hire of PSP® including the licensing of the movies and games
- Headsets
- Loading and charging of the units - usually by the ground catering company
- Rental or purchase of high volume charging stations
- Any staff incentive schemes

Incentivising the cabin crew



The cabin crew plays a vital role in ensuring that maximum on-board revenues are generated from PSP® rentals.

We have assisted airlines with the implementation of many incentive schemes that have increased sales and encouraged the cabin crew to get fully behind the promotion of the PSP® to passengers.

The PSP® provides passengers with a great entertainment experience and enhances the whole flight experience, especially if travelling with children. Properly managed incentive schemes for cabin crew ensures a very high uptake on every flight.

Depending on the data capture capabilities of the systems used on board, individual members of the crew or the entire crew can be incentivised in a number of ways.

Popular schemes include:

Commission & vouchers

Cabin crew can simply be remunerated with cash or rewarded with holiday and shopping vouchers based on their sales levels relative to targets.

Leagues

Within larger airlines, different bases compete against each other in leagues, with league winners going into a Super League and the league runners up going into a second league with different levels of prizes. The leagues can be based on destination or flight length to provide some equality regarding the opportunity to sell.

Prize draws

Airlines can organise monthly prize draws for crew who sell over a certain threshold. The more times they sell over the threshold, the more entries they have into the draw increasing their chance of winning a prize.

We can work with you to tailor the ideal incentive programme suited to your airline.



Marketing the PSP® to passengers



We work closely with airlines to help them market the PSP® to passengers at the pre-board and on-board stages. This ensures that PSP® uptake on every flight is as high as possible.

Pre-board:

- **Website booking**
Give passengers the opportunity to pre-book their PSP® when booking their flight online.
- **Flyer with ticket**
Send a PSP® promotional flyer with tickets to passengers via email or regular mail.

On-board:

- **Crew announcements**
Cabin crew announcing the PSP® over the PA early during the flight makes passengers aware of its availability.
- **In-flight publication advert**
Placing an advert within the pages of the in-flight publication encourages rentals.
- **Seat-back advert**
An advert on the back of seats is a highly visible and effective means of generating rentals.



What else does IFE Services do?



IFE Services has been a leader in the provision of travel entertainment for 2 decades.

Our focus on quality and innovation is supported by a strong commitment to customer support and investment in the latest systems and technologies. We work with a broad client-base worldwide that includes major airlines, cruise ship operators, bus and rail companies. Our offices in Asia, North America and Europe are strategically positioned to support our clients in providing a first class entertainment experience to passengers.

Our services include:-



Content Service Provision

- Movies
- TV shows
- Audio
- Games

Original Productions

- Safety films
- Destination films
- Immigration films
- Branding
- Promotional segments
- In-flight publications
- Animation

AVOD Management

- Content management
- GUI design and authoring
- Encoding



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