

## Press release

# SES Shapes the Inflight Connectivity Market

Customer-centric innovation from SES is defining the future of IFC

LUXEMBOURG, 04 April 2017 -- SES (Euronext Paris and Luxembourg Stock Exchange: SESE) delivers tailored service to the increasingly demanding requirements for inflight connectivity (IFC). The SES approach and the future of IFC are described in the new SES White Paper "Connected Planes, Smart Systems". IFC providers rely on flexible and creative solutions to meet the dynamic demands of this market, and the SES approach allows them to maximize their capabilities. SES uses collaborative processes, tailored coverage, customized service, diverse fleet options and open architecture to ensure that it supplies the connectivity that customers need today and will rely on tomorrow.

"Behind every plane that is, or will be, connected by SES there is a differentiated network that was developed using five principles," the White Paper begins. "These elements are the basis to the success of SES, and of its customers, as this approach has enabled efficiencies and offerings that were previously unattainable."

"Two years ago the demand for IFC was emerging as a powerful driving force, but airlines were not able to provide the connectivity that their customers were looking for," the White Paper explains. "SES stepped up, making its global fleet of GEO satellites available as a first step, and at the same time offering a future-proof value proposition by committing to technological innovations that would shape the future of IFC."

"In the near future, service providers and airlines can focus on inflight services without a thought or concern about Ku, Ka or HTS," the White Paper concludes. "The passenger is easily connected to the same types of secure entertainment and communications services they use on the ground. The cockpit is linked to the latest flightpath weather reports, airport updates, and airline communiques. The airline can create its own differentiated brand of inflight connectivity to serve its passengers, crew and operations teams across the globe."

Read the full White Paper here: [https://www.ses.com/sites/default/files/2017-04/SES\\_WhitePaper\\_ConnectedPlanesSmartSystems\\_April2017.pdf](https://www.ses.com/sites/default/files/2017-04/SES_WhitePaper_ConnectedPlanesSmartSystems_April2017.pdf)

**For further information please contact:**

Markus Payer  
Corporate Communications  
Tel. +352 710 725 500  
[Markus.Payer@ses.com](mailto:Markus.Payer@ses.com)



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### **About SES**

SES is the world-leading satellite operator and the first to deliver a differentiated and scalable GEO-MEO offering worldwide, with more than 50 satellites in Geostationary Earth Orbit (GEO) and 12 in Medium Earth Orbit (MEO). SES focuses on value-added, end-to-end solutions in four key market verticals (Video, Enterprise, Mobility and Government). It provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators, governments and institutions, and businesses worldwide. SES's portfolio includes the ASTRA satellite system, which has the largest Direct-to-Home (DTH) television reach in Europe, and O3b Networks, a global managed data communications service provider. Another SES subsidiary, MX1, is a leading media service provider and offers a full suite of innovative digital video and media services. Further information available at: [www.ses.com](http://www.ses.com)