

SUCCESS STORY BOARDCONNECT PORTABLE

# Eurowings

Wings Entertain deployed in one weekend to more than 70 aircraft



Lufthansa Systems

# 01. At a glance

## The client

Eurowings is part of the Lufthansa Group and has ambitious growth plans. Currently, the airline is flying to more than 130 destinations across Europe.

## The challenge

With a strong focus on innovation, Eurowings is growing quickly in all market segments. A key objective of their growth plans is the delivery of cutting-edge IFE to increase passenger satisfaction.

## The solution

BoardConnect Portable enables Eurowings to offer Wireless IFE on demand across its European short haul network, streaming hundreds of hours of entertainment content to passengers' own devices.

## The project

The product has been rolled out to more than 70 aircraft over the course of a single weekend. This fast-paced and large-scale rollout is unique to the IFE industry and has never been done before.

## The results

With more than 70 aircraft equipped, Eurowings is now operating one of the largest portable wireless IFE on-demand solutions worldwide.

## The benefits

Customer feedback indicates high levels of satisfaction with the system, while the airline benefits from cost savings because IFE operations seamlessly integrates into existing processes.



## 02. In detail

Eurowings has ambitious plans to become the number three airline in its domestic markets in Europe. Today, they are flying to more than 130 destinations across Europe, expecting to grow this number significantly in the years to come. In the meantime, the airline has a strong focus on passenger satisfaction to serve families and business travelers alike.

Eurowings is focused on establishing its own distinctive brand, this involves a particular focus on upgraded on-board services (among other eye-catching initiatives such as the new partnership with Borussia Dortmund), and a central element of this product enhancement is the commitment to provide cutting-edge wireless in-flight entertainment across the fleets.

Eurowings now offers its customers a state-of-the-art experience with Wings Entertain, its branded version of Lufthansa Systems' BoardConnect Portable solution. The product was officially launched in August 2016, and has been rolled out to more than 70 aircraft across Eurowings' short haul fleet during the course of a single weekend. Wings Entertain provides a range of versatile features from audio and video on demand, and games, to interactive moving map, and electronic publications.

## 02. BoardConnect Portable

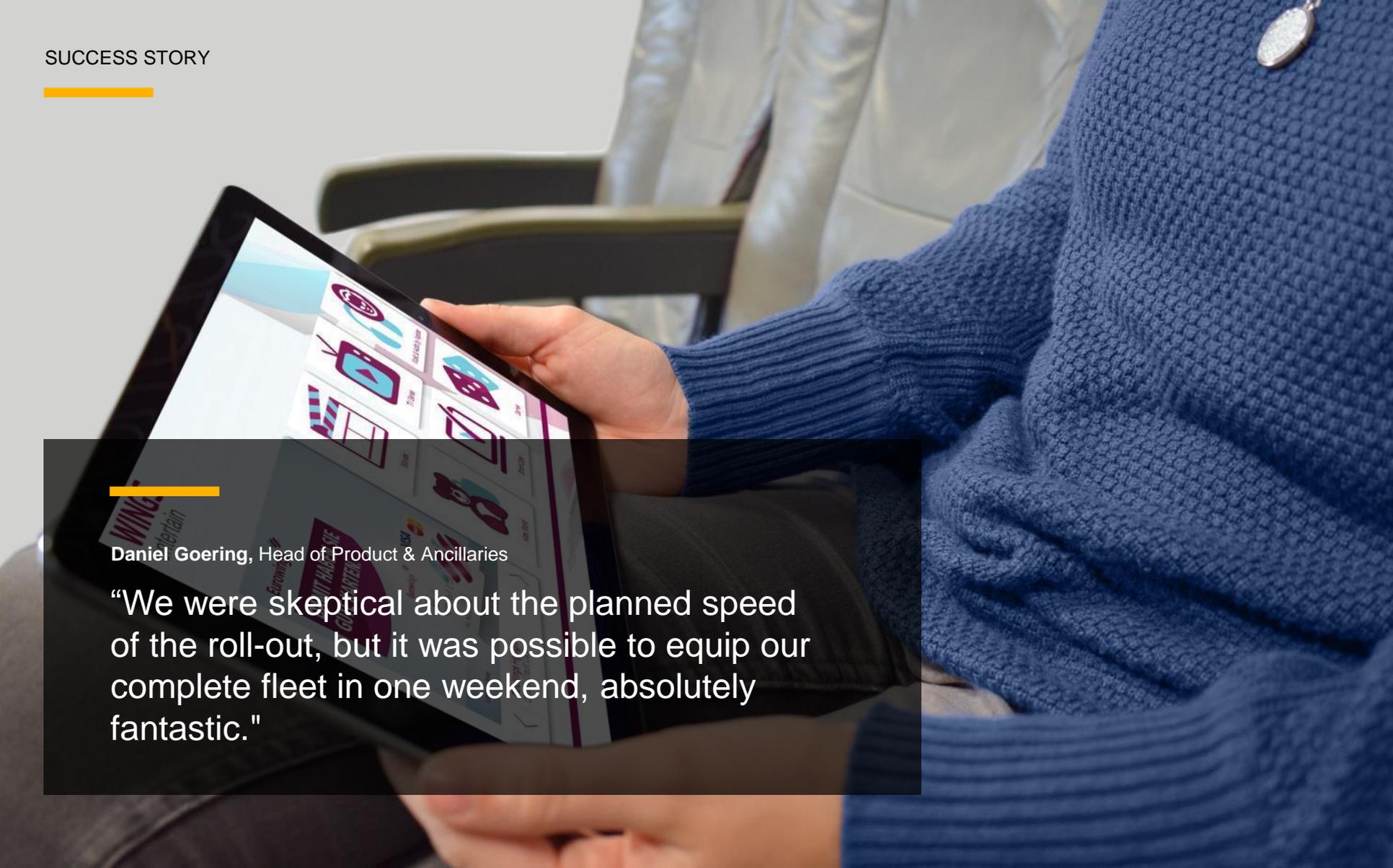
BoardConnect Portable enables Eurowings to offer wireless IFE on demand across its European short haul network, streaming hundreds of hours of entertainment content to passengers' own devices. Using wireless technology, the entertainment content is streamed directly to passengers' smartphones, laptops and tablets.

BoardConnect Portable is a simple and flexible, all-in-one in-flight entertainment solution for low-cost operations, based on battery powered rugged Mobile Streaming Units (MSU), where the server and access points are integrated in a single device. Each MSU provides streamed content of the highest quality for up to 50 clients. The MSU is approximately the size of a tablet and weighs only 1.5 kg.

BoardConnect Portable has an integrated modem, allowing fast wireless content updates while the aircraft is on the ground. This is the perfect solution to remotely refresh content such as short movies, music and advertisement several times per day without having to physically access the MSU inside the cabin during operations. Larger content updates can simply be done via USB. Thus, Eurowings can save time and money while maintaining an attractive range of entertainment content for their passengers.

## SUCCESS STORY

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**Daniel Goering, Head of Product & Ancillaries**

“We were skeptical about the planned speed of the roll-out, but it was possible to equip our complete fleet in one weekend, absolutely fantastic.”