



## REINVENTING THE IN-FLIGHT EXPERIENCE

### CUSTOMER

**JETAIRFLY** is Belgium's second biggest passenger airline. A subsidiary of TUI Travel Belgium, it has started in march of 2004.

Key figures: 2.21 million passengers in 2011 / 840 employees in 2012 / Fleet consisting of 21 aircraft.

### BUSINESS ISSUES

#### DESCRIPTION

Better services quality during long haul flights via entertainment tools

#### THE SOLUTION

- A comprehensive financing solution of iPads and external batteries with a 20 hour autonomy to travellers during long-haul flights (Cuba, the Dominican Republic, Jamaica, Kenya, Mexico, Thailand and Zanzibar)
- A lease contract for the equipment and entertainment software
- Access to a wide range of entertainment (recent films and television programmes, news broadcasts, newspapers, music, children's programmes and video games)

#### CUSTOMER BENEFITS

- Replacement of the current Personal Entertainment Players by more user-friendly equipment with better display quality
- Greater passenger satisfaction
- Varied, daily updated content
- Better brand image at the forefront of the technology



### THE CONTRACT

#### OVERVIEW OF THE OFFER

- 24-month lease contract
- Supply and integration of the tablets (with the possibility to renew in view of technological evolutions)



#### KEY FIGURES

- 560 iPads available for passengers

### CUSTOMER TESTIMONY

**Hans VANHAELEMEESCH, Chief Communication Director :**

*«By replacing the current Personal Entertainment Players with iPads, Jetairfly offers better services to its travellers. The tablets are a lot more ergonomic and have a better display both improving passengers' comfort.»*