BEYOND EXPECTATIONS

SES and Panasonic

Case Study

Industry
Mobility — Aeronautical

Location
California — Global

SES
beyond frontiers

Together with Panasonic Avionics Corporation, we bring global connectivity to the 3.6 billion airline passengers travelling each year.

Panasonic Avionics Corporation

70

Airlines serviced

3,900

Aircraft to use Panasonic systems

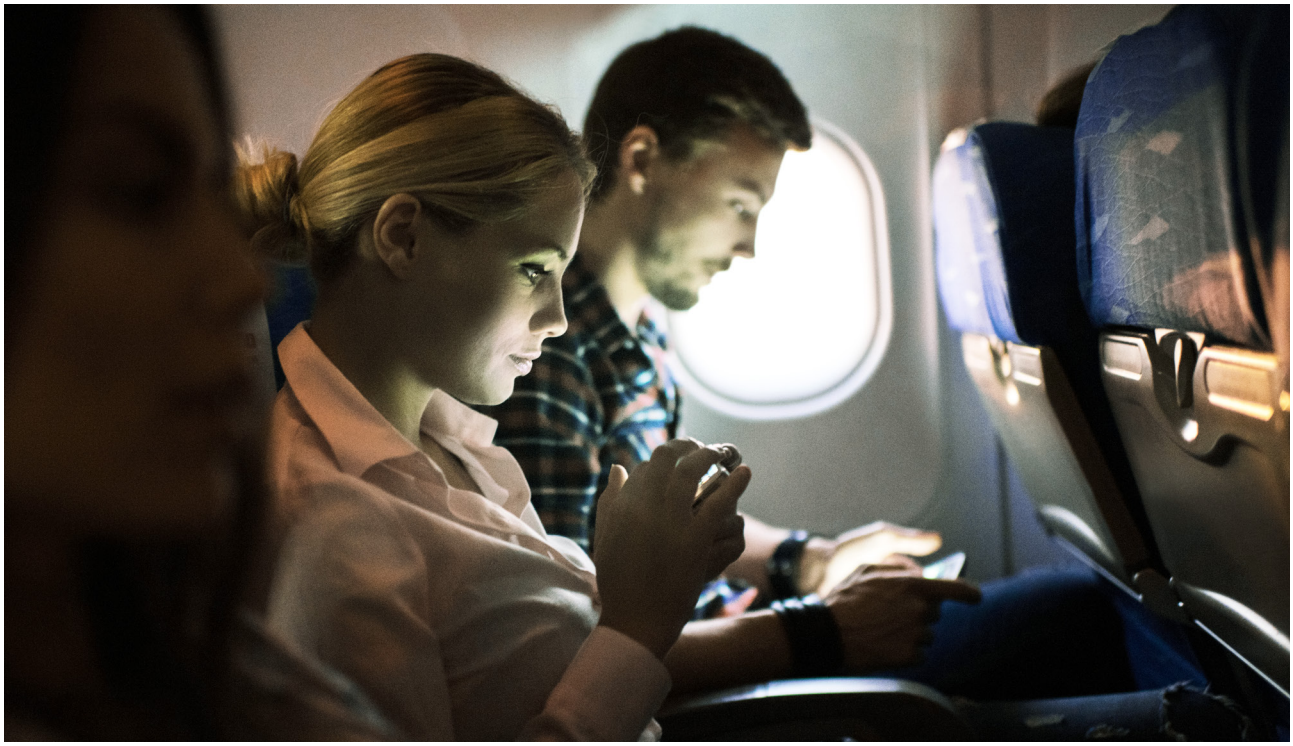
99.8%

Of all commercial flight hours covered

Today's consumers expect ubiquitous and high-speed connectivity everywhere they go. Yet cost-effective global coverage has proven challenging for many providers. While airline passengers used to spend their flight disconnected from what was happening on the ground, they now expect to retain access to their social networks, the web, and email, even while flying across oceans. In addition to the challenges of incorporating an antenna into a plane travelling at up to 885km/h, demand for connectivity is not uniform across the globe. The order of magnitude is immense, with some areas having lots of demand while others have virtually none.

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. There are currently more than 40 airlines operating its connectivity system, and another 30 airlines that have been sold in. Its systems have been installed on over 1,500+ active aircraft that fly across the globe, with another 2,300 aircraft systems awaiting installation as airlines outfit their entire fleet. Its services fully integrate with the cabin, enabling customers to differentiate themselves in a competitive market by delivering the ultimate travel experience with a rich variety of entertainment choices.

Managing a global mobility network presents its own challenges. In addition to adapting to different levels of demand, in-flight connectivity providers need a communications network that provides value to airline customers while maximising return on investment – everywhere in the world. Panasonic uses a mix of SES satellites to operate a global mobility network that delivers in-flight connectivity services to the world's major airlines, covering 99.8% of all commercial flight hours. The company has contracted substantial high-throughput capacity on SES-14 and SES-15, which will launch in 2017.



Panasonic has contracted substantial high-throughput capacity on

SES-14 & SES-15

Airlines place extreme demands on Panasonic to deliver a very fast and economical service, whether they're flying over New York City or in the middle of the South Atlantic. In addition to pre-recorded content installed on hard drives on the plane, the company also provides a global broadcast of eight channels of live content, including news, weather, financials and sports.

Our partnership provides a global footprint that ensures ubiquitous coverage. We speciliase our satellite design based on feedback from Panasonic – depending on the types of services they want to provide, and where they want to offer them. Our two companies work very closely to explore different technologies and develop a solution that enables Panasonic to deliver different levels of bandwidth and capacity across the globe. At the same time, the solution allows for an open architecture where Panasonic can utilise any technology or antenna type. As we work to continuously replenish our satellite fleet, we ensure a seamless and future-proof transition from current wide-beam capacity to our upcoming high-throughput spot-beam capacity. This will enable Panasonic to deliver an ever-better in-flight experience complete with texting, email access, weather updates, IPTV, and connections to social networks including Instagram and Twitter.

When Germany won the FIFA World Cup Finals, Lufthansa was able to offer a live stream of the game, which a full 95% of passengers watched during their flight.

Panasonic also enabled airline passengers over the US to watch Super Bowl 50, making it the sporting event with the largest audience in the air to date.

"SES is a very strong and technically capable satellite provider. We have a very good long-term working relationship, with their very responsive operations centre handling day-to-day tasks, such as adding more or regrouping small bits of capacity, or adding new beams. We also work closely with their satellite planners and designers to make sure they understand and can meet our future capacity needs."

TODD HILL
Senior Director GCS Satellite Services,
Panasonic Avionics Corporation

Panasonic

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