

SEAMLESS AIR ALLIANCE ANNOUNCES NEW IFC TEST LAB ADVANCING DATA DRIVEN APPROACH TO MANAGE THE INFLIGHT CONNECTIVITY EXPERIENCE

The lab complements the recently unveiled IFC Toolkit and reinforces the Alliance's commitment to bring a data-driven approach to delivering high-performance inflight connectivity services

FREMONT, California, October 25, 2022, 09:00ET – The Seamless Air Alliance, which continues to lead the development and implementation of Global Standards for Inflight Connectivity, today announced additional advancements following its introduction of the Seamless Air Alliance IFC Performance Toolkit.

A new research laboratory has been setup to extend its work on IFC performance measurement. Developed in conjunction with GlobalReach Technology, Riverbed Technology, and Thales Group, the lab is available to all Alliance members who wish to conduct service quality measurements. Furthermore, using the lab the Alliance intends to develop and validate a hardened set of satisfaction indices paramount to predicting IFC service quality.

The Seamless Air Alliance IFC Toolkit is now in airline RFP usage and building a passenger-focused culture amongst airlines and service providers eager to deliver high-performance connectivity to the masses.

David Scotland, Principal Product Manager for Inflight Entertainment & Connectivity at Alaska Airlines shared, "We are excited to work with our suppliers to continuously enhance inflight connectivity. Our common goal is to consistently deliver the best possible connectivity experience to our guests."

Dana Dymek, Director, Product Marketing and UX, Commercial Aviation at Intelsat shared, "Delivering the highest quality service is a never-ending job. We are proud to partner and are committed to continuous improvement by working with airlines to shape the measures necessary to deliver an excellent passenger experience."

Commenting on this progress, Jack Mandala, CEO of the Seamless Air Alliance said, "We are thrilled to see airlines and service providers working in harmony to deliver next-level connectivity services using the Seamless Air Alliance IFC Toolkit."

In recent months, U.S.-based United Airlines, along with industry leaders Inmarsat Aviation and Collins Aerospace have joined the Seamless Air Alliance growing membership base of diverse companies from across the aviation, communications, and technology industries.

About Seamless Air Alliance

The Seamless Air Alliance (SAA) includes the biggest names in technology, communications, and aerospace from around the world. SAA produced the world's first inflight connectivity standard and is empowering a marketplace of technology and service providers to enable innovative, high-performance, and affordable inflight connectivity services. To learn more please visit www.SeamlessAlliance.com

Media Contact:

Association Management Solutions
Julianne Fitzpatrick
jfitzpatrick@amsl.com
+1.510.492.4029