



WI-FI 101

Your Inflight Connectivity Questions Answered

Live Webinar

Wednesday, December 6, 2017

Welcome & housekeeping notes



- Webinar covering everything you wanted to know about inflight Wi-Fi
- Want to ask a question?
 - All phones are muted during the webinar
 - To ask a question, use the chat function on the lower left side of your screen
 - Q & A at end of the webinar
- This webinar will be recorded and sent following today's webinar



Today's presenters

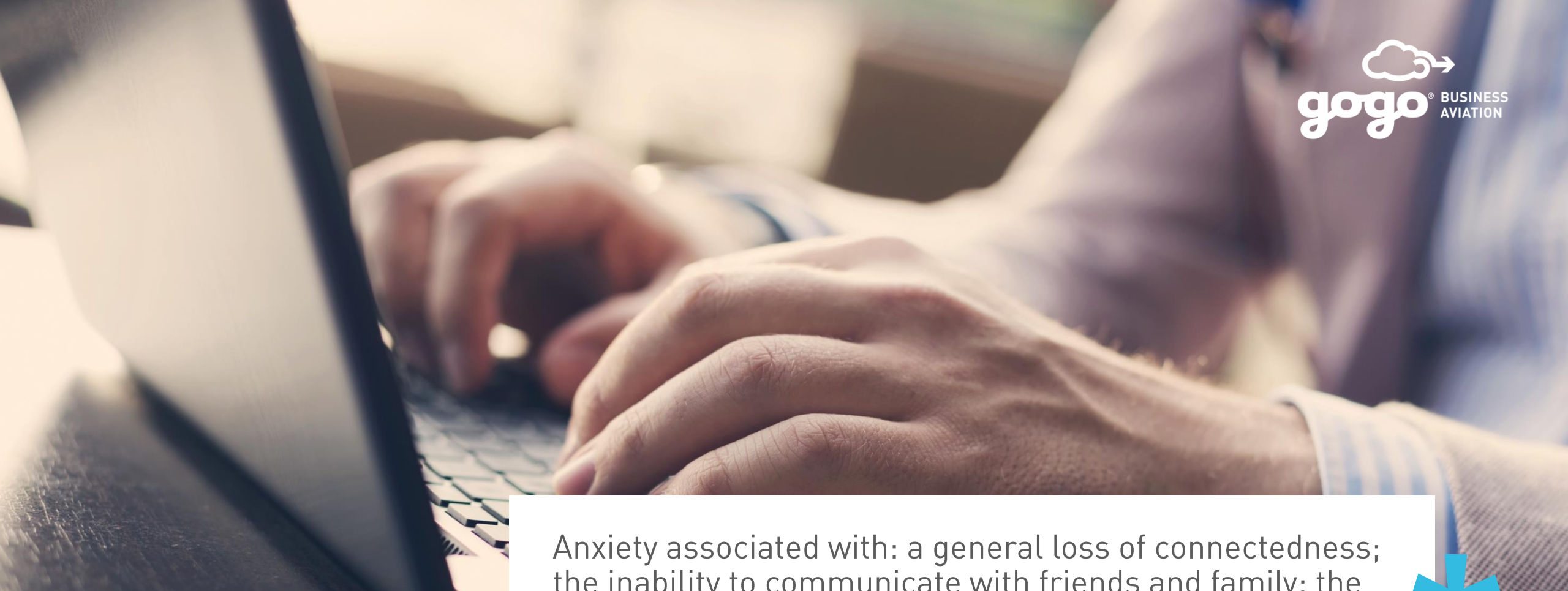


Dave Glenn
Vice President, Customer Operations
Gogo Business Aviation



Kristi Glassmann
OEM Business Development Manager
Gogo Business Aviation

WHY WE CONNECT

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a blue and white striped shirt. The background is blurred, showing what appears to be an office or travel setting.

Anxiety associated with: a general loss of connectedness; the inability to communicate with friends and family; the inability to access information; a loss of convenience.



NOMOPHOBIA

Nomophobia & connectivity fun facts



72% of U.S. citizens own a smartphone



57% have used their smartphone to do online banking



77% of smartphone users use their phone to avoid being bored



43% have used their smartphone to look up information about a job



72% of people state there is very little chance they will ever move more than 5 feet from their smartphone



75% of all Internet users use social media

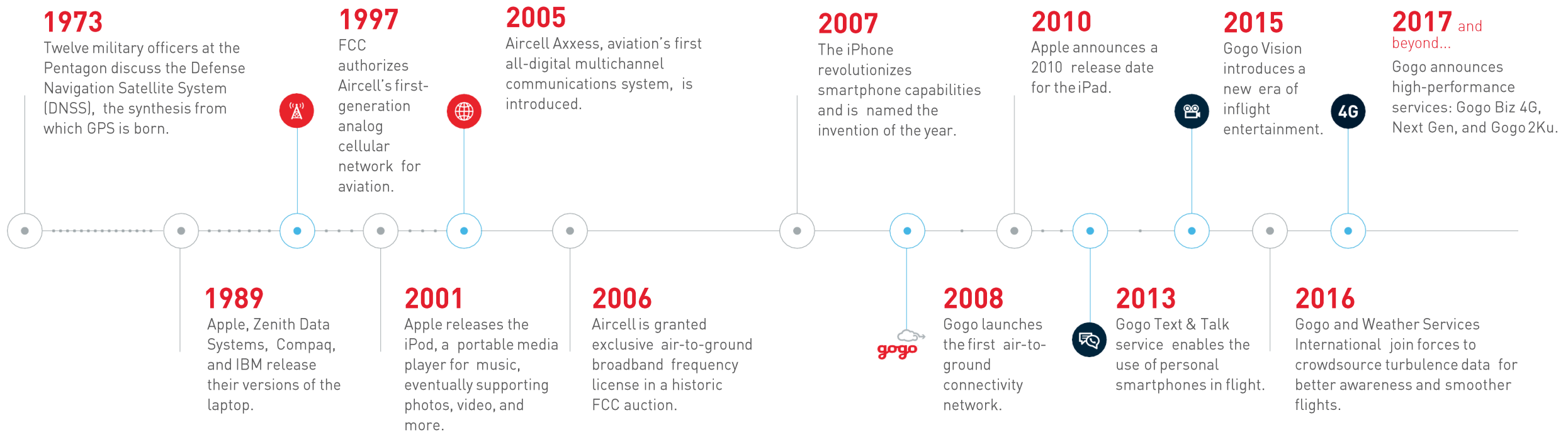


62% of smartphone users have used their phone in the past year to look up information about a health condition



An average person checks their smartphone 110 times/day and the more addicted check 900 times/day

A history of connection



NETWORKS

GOGO NETWORKS



SATELLITE

Gogo 2Ku
Gogo Ku



AIR-TO-GROUND

Gogo Biz 3G
Gogo Biz 4G
Gogo Next Gen



ATG



Satellite



- Ground-based cellular towers transmit up to aircraft
- North American coverage only
- Offers voice and broadband connectivity for light jet aircraft
- Lower cost of entry for Wi-Fi systems – more affordable and cost-efficient service plans available

- Data transmissions travel to satellites in space (and back)
- World-wide coverage for global travelers
- Offers voice connectivity with limited broadband capabilities for light jet aircraft
- Higher cost of entry than ATG systems – more expensive service costs

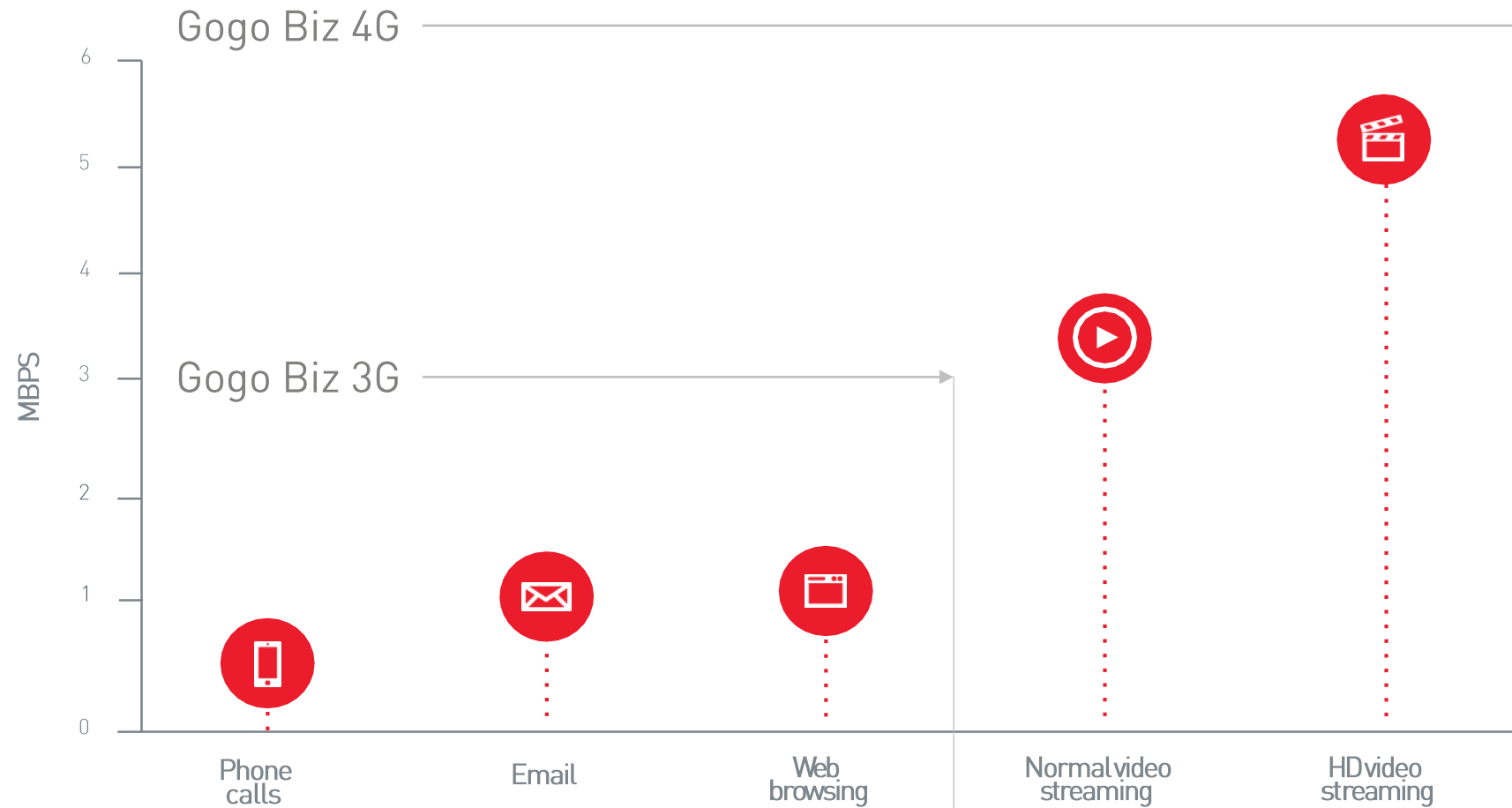
SPEED VS CAPACITY

A highway analogy...

- Speed = how fast you can drive
- Capacity = how many lanes on the highway
- With more lanes, you're more likely to reach the speed limit
- Our networks are built with more lanes

Not all usage is created equal

SPEED REQUIREMENTS FOR COMMON TASKS



Tips to get the most from in-cabin Wi-Fi

- Limit the number of devices that are active
- Suspend cloud services (iCloud, Google Drive, etc.) & auto-app updates
- Be aware of what data types you're consuming





DIFFERENT OPTIONS FOR DIFFERENT AIRCRAFT

Know your plane, know your solution

Four factors commonly affect
connectivity choices across
plane types

01

Physical/structural
considerations



03

Mission type



02

Flight profile



04

Service cost and
experience



Physical / structural considerations

- Airframe size
- Equipment specifications
- Antenna size and placement

Flight profile

- Where you fly
- Average number of passengers
- Average flight duration

Mission type

- Owner/pilot – do you need cockpit information and flight apps?
- What types of applications and activities are needed in the cabin?
- How many connected devices?

Service cost and experience

- Megabyte allowance / time allowance
- Monthly or annual operating costs
- Optional value-added services
- Service level experience



**WHAT IMPACT CAN
CONNECTIVITY HAVE FOR YOU?**

“Without Wi-Fi, you’re wondering, ‘How long is this flight, how long until I’m on the ground and back online?’ It makes trips feel much longer than they really are. It’s also much harder to be productive. You’re just sitting there, and our passengers can’t afford that.”

Jonathan Corcoran
Founder
Corcoran Aviation

Fully connected passengers

- Connect to their office, clients, families, friends, tools, services and apps
- Seamlessly work, live and play in flight

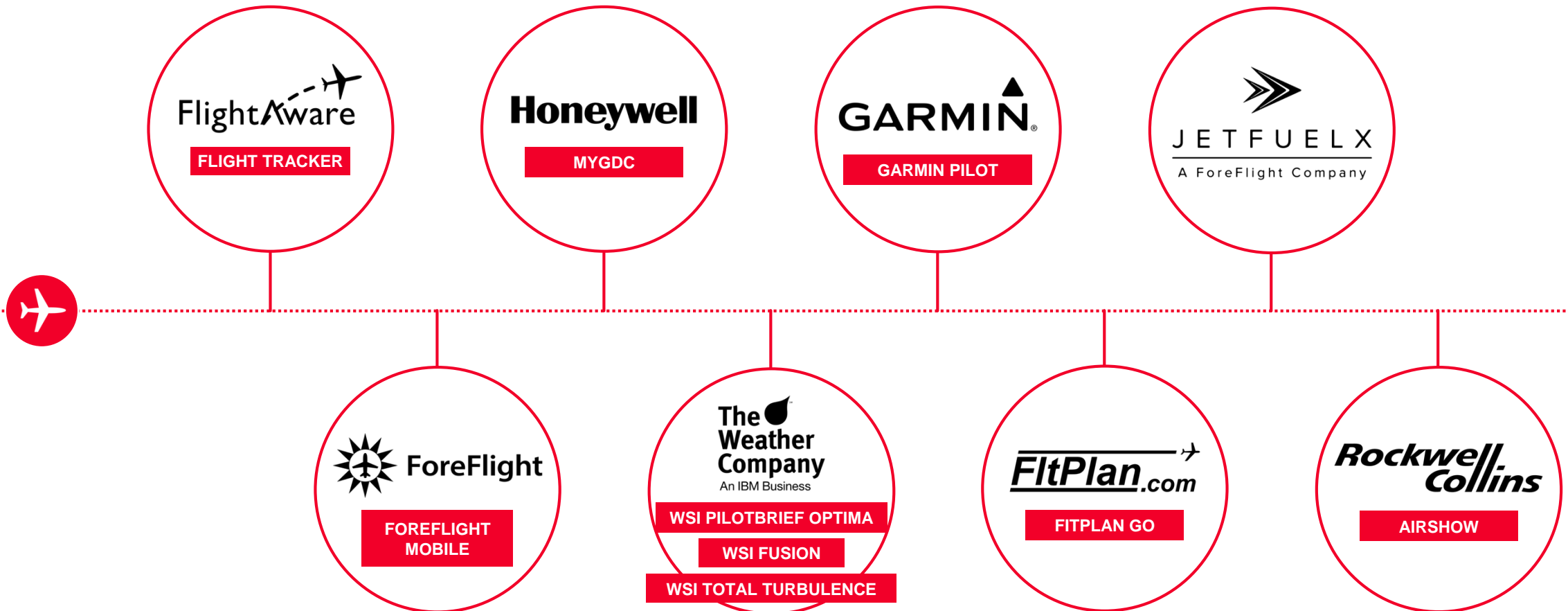
“ Having Wi-Fi opens up a very broad range of weather products that you wouldn't be able to access even with a full avionic suite installed on your panel. I could have aircraft with the latest avionics and I still couldn't get the pilot reports and weather information that I need without the internet. That's a big advantage to our pilots. ”

Denise Wilson
President, CEO, Director of Operations
Desert Jet

Better informed pilots

- Real time data in flight that powers cockpit apps
- Delivers more current, accurate information from turbulence to fuel prices

Real-time data unlocks the full potential of cockpit and entertainment apps



“ Before onboard Wi-Fi, changing the itinerary due to weather added hours to the day for our passengers. We couldn't make any arrangements until we were on the ground. With Wi-Fi, we're in constant communication with dispatch. We're calling them with Wi-Fi calling, they're texting us, passengers are emailing dispatch – it's seamless. ”

Jon Becker

Chief Pilot, Director of Operations
Don Davis Aviation

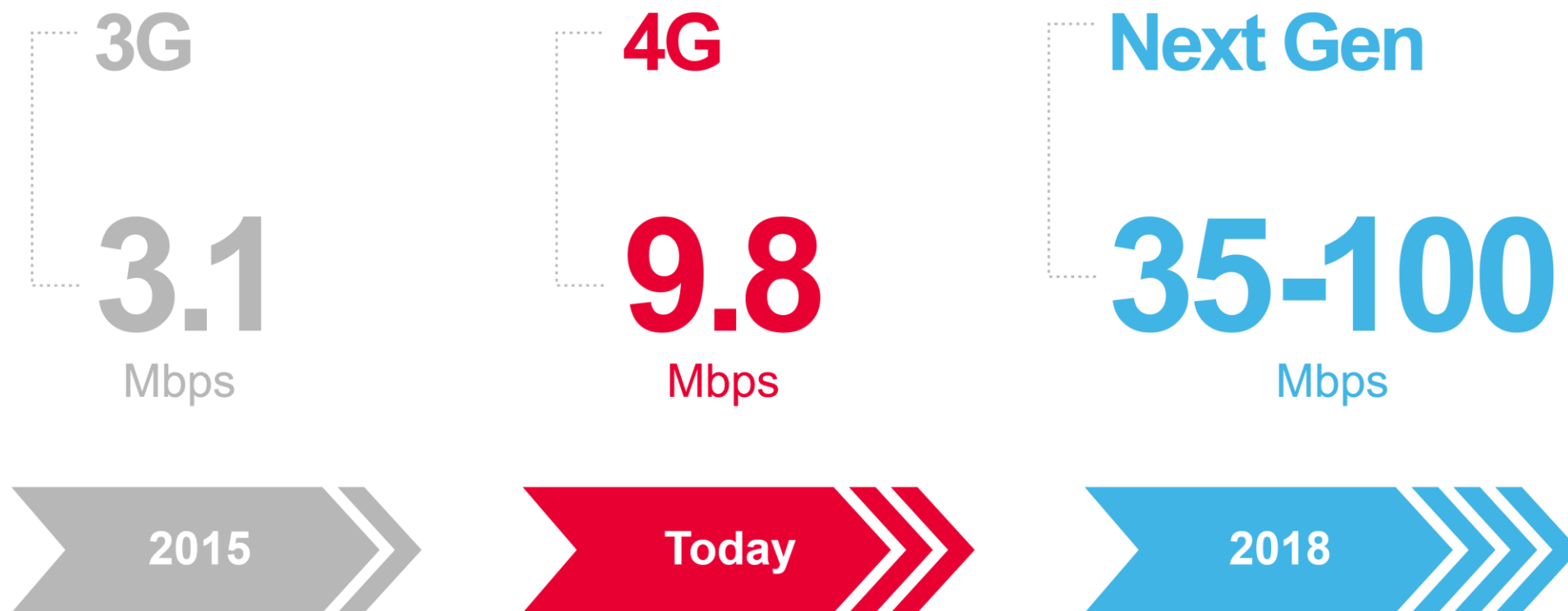
Stronger, more efficient operations

- Gogo solutions help operators of all types realize new efficiencies
- Connectivity is a proven competitive advantage and can impact your bottom line through lower costs



THE FUTURE OF CONNECTIVITY

Faster and future ready (ATG)



One solution that brings it all together



CJP members only – new service offering



- New hourly rate pricing for the Gogo ATG 5000 inflight connectivity system
 - \$99/hour - same usage experience as the current ATG 2000 hourly plan
 - You will only pay for what you use
- To get started, contact connect@gogoair.com or 303-963-9228.

Q&A

Thanks for attending!

