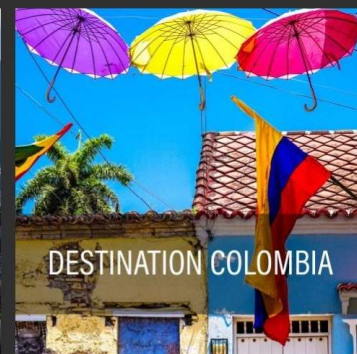


InProdicon Air

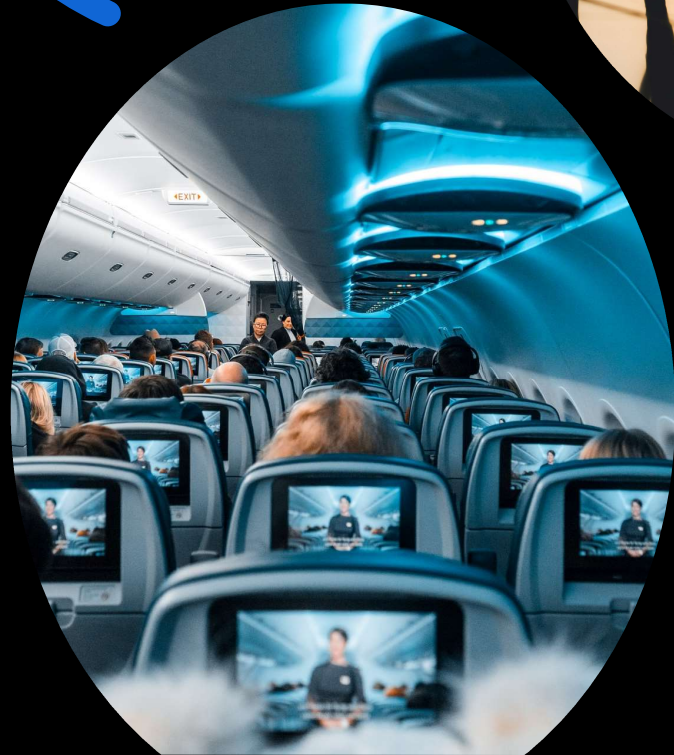
Curated Content Services



InProdicon Air

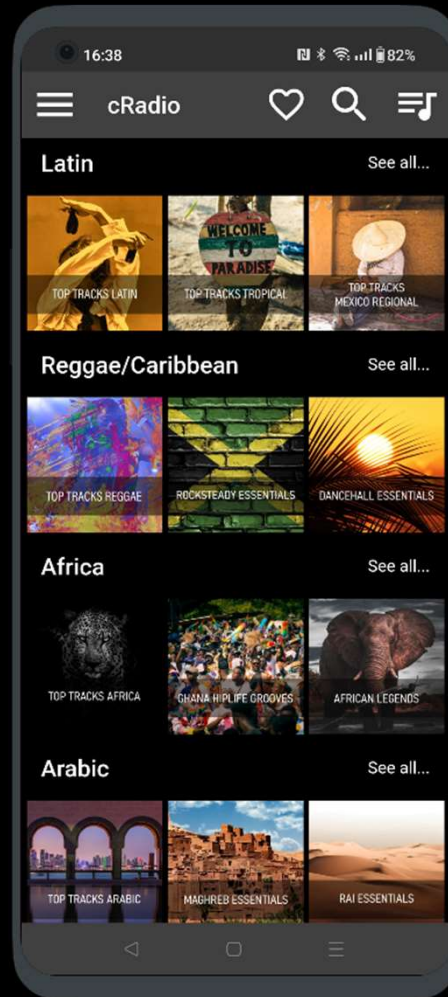
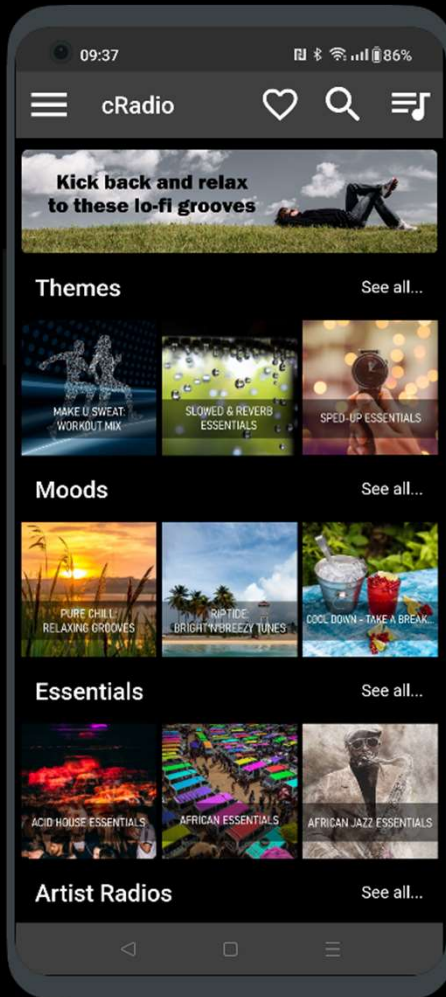
InProdicon Air in brief

- InProdicon Air is a white label provider of digital content and technology services to the airline and in-flight entertainment market.
- InProdicon has over 40 years' experience of content licensing, curation and distribution.
- InProdicon Air's professionally curated music channels offer passengers the ultimate "lean-back" listening experience.
- InProdicon Air handles the licensing, content preparation, and royalty reporting, and all content delivered comes with full indemnification.



InProdicon Air

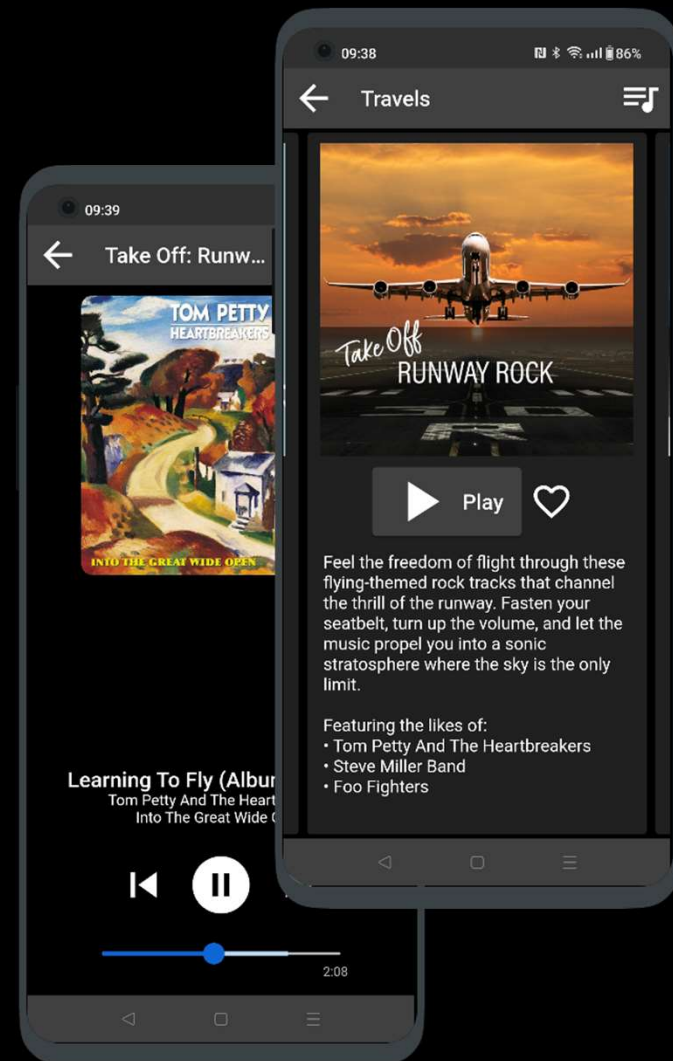
The Content



- InProdicon Air delivers the ultimate lean-back listening experience. It's carefully crafted channels offer an uninterrupted flow of handpicked music to suit the taste and mood of any passenger.
- All the passenger needs to do is to pick a channel, sit back, and unwind.
- InProdicon Air's expert programmers draw from a catalogue of millions of songs from major labels, international independent labels and aggregators, as well as regional labels.
- In doing so, they create coherent, well-considered and pleasurable listening experiences for all audiences.

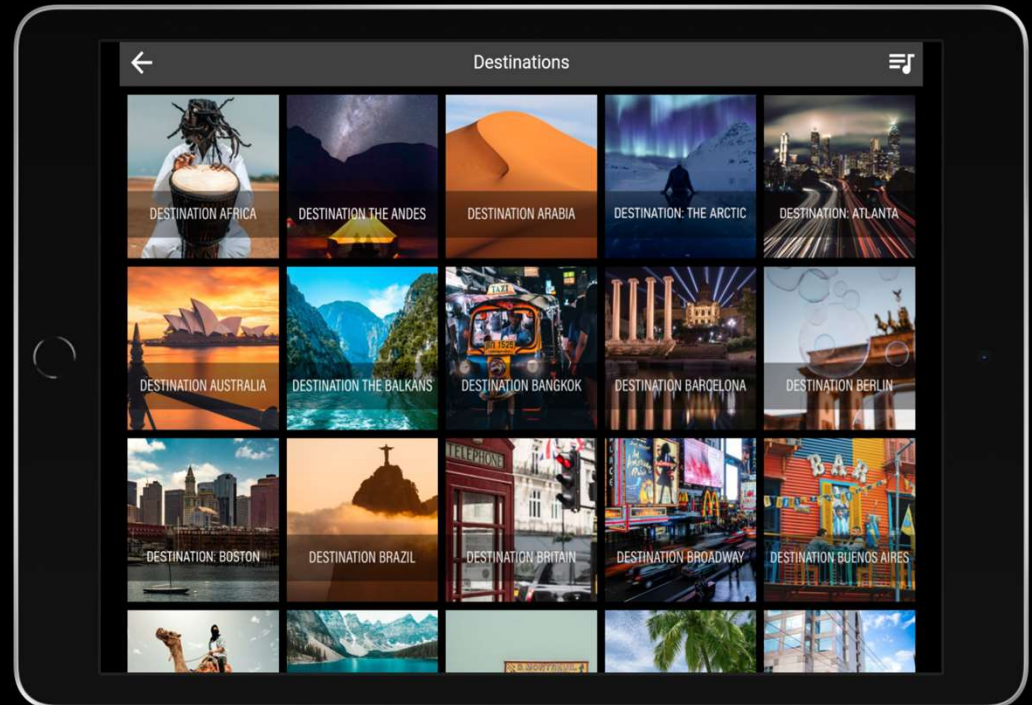
The content

- Descriptions and cover art are provided for each of the over 1500 available channels.
- Channels are organised by genre, theme, mood, and destination. Passengers will also find artist radios, the latest charts from around the globe, essential collections, and plenty of seasonal and festive channels.
- InProdicon Air offers specially created channels for airline destinations and/or demographics, and caters for specific airline requests.
- InProdicon Air can also facilitate the licensing of catalogues from specific regional labels that are of particular interest or value to the airline and its passengers.



Delivery methods

- InProdicon Air’s curated channels can be delivered in one of two ways:
 - A “**content only**” delivery where InProdicon Air provides the audio files, metadata, cover art and descriptions for use on the existing onboard solution.
 - An “**integrated solution**” which includes not only the content, but also InProdicon Air’s backend and Curated Radio client software.
- In both cases, content is loaded on onboard servers to reduce connectivity costs and free up internet capacity for other uses.

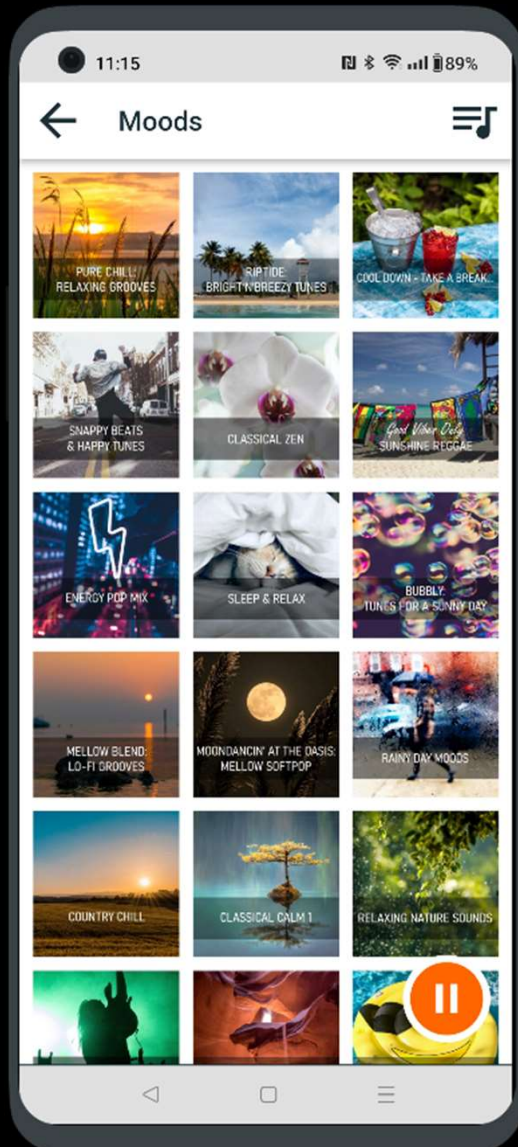


Delivery method 1 – Content only

- The airline can choose from over 1500 curated channels.
- InProdicon Air delivers the audio files, metadata, cover art and channel descriptions to be loaded on the onboard servers. Passengers use the airline's preexisting onboard media solution to enjoy the music.
- Delivery will generally take place in partnership with the airline's CSP and/or OEM.
- InProdicon Air licenses the mechanical rights and handles reporting to content owners. InProdicon Air will also assist with the acquisition of performance rights if required.
- Content can be licensed for non-interactive or interactive consumption.
- Loading of content and refreshes are handled in accordance with the wishes of the airline.

Delivery method 2 – Integrated solution

- InProdicon Air delivers its full Curated Radio experience, which includes both the content and its client applications.
- This requires coordination with the airline's OEM in order that a container version of InProdicon's server-side solution be installed on the onboard hardware.
- InProdicon will supply custom branded applications for use on passenger personal devices, and/or for use on seatback screens.
- InProdicon Air licenses the mechanical rights and handles reporting to content owners. InProdicon Air will also assist with the acquisition of performance rights if required.
- Content can be licensed for non-interactive, semi-interactive or interactive consumption.
- Loading of content and refreshes can be handled by InProdicon Air at suitable times when the aircraft has connectivity.

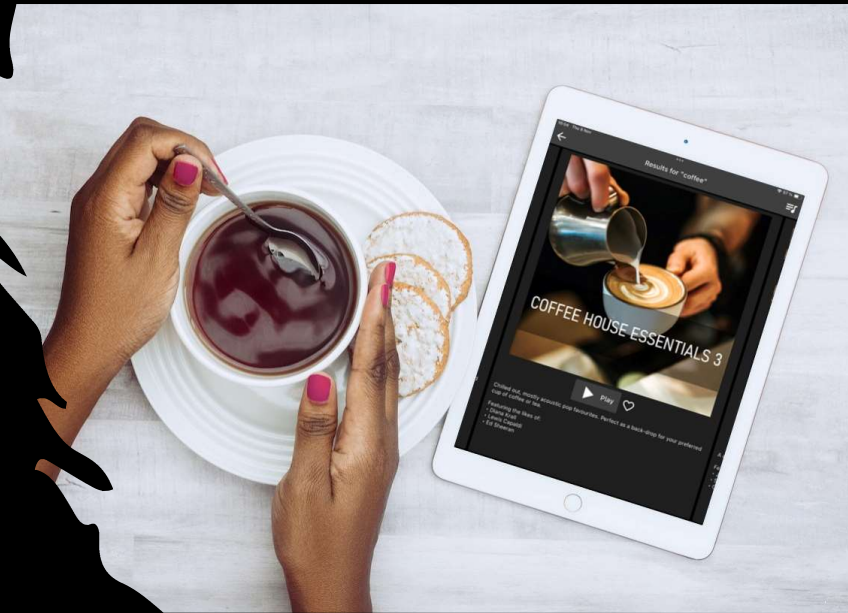
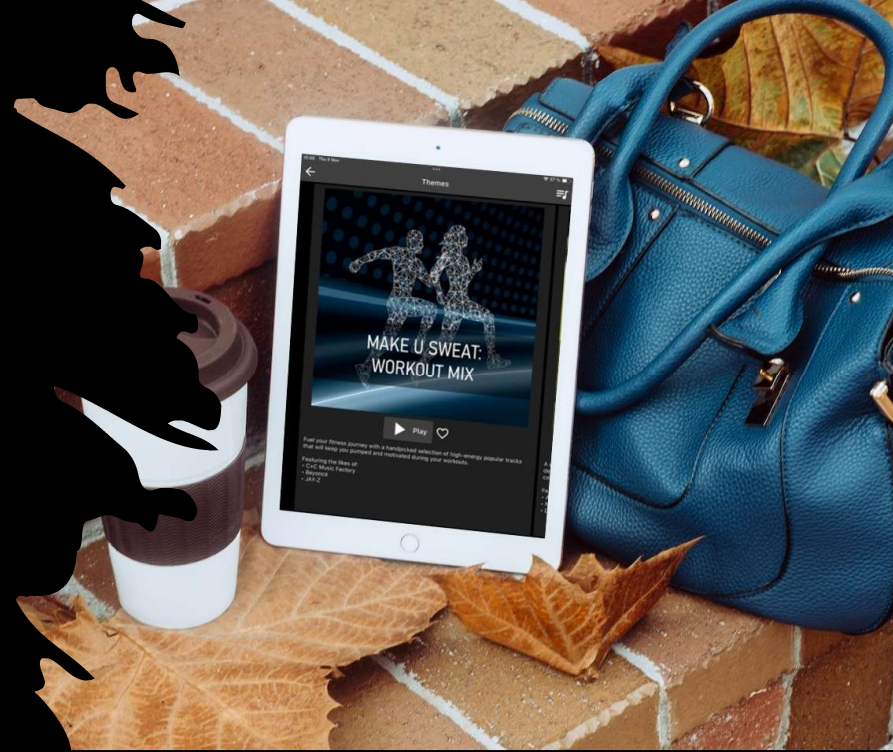


Curated Radio

- InProdicon's user friendly Curated Radio applications are designed to be intuitive and to offer a clear overview of the broad array of music on offer.
- The service comes as standard with the full selection of over 1500 curated channels intended to cater for all tastes and moods.
- The applications can be branded in accordance with the wishes of the airline and can be offered both for passenger personal devices, and as web apps for seatback screens.
- Advertising can be incorporated in the service, either as audio clips, or in the form of banners.

Extensions

- By offering the Curated Radio service on passenger personal devices, the listening experience can be extended beyond the flight itself.
- Content licenses can be extended to allow passengers to subscribe and continue using the service offboard, be that at home, in the car, or on the beach. On any device, at any time.
- By charging passengers monthly for this extended use, one can partially or wholly offset the cost of providing the Curated Radio service onboard.
- One option is to allow passengers to pay using airmiles, which has the added benefit of reducing airline balance sheet liability.
- The perfect time to get passengers to sign up for the offboard service is whilst they are onboard! And with passengers using the service offboard, they keep the airline top-of-mind!



InProdicon Air

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