

Publication: AeroMorning
Date: 16 June 2010
Region: Southern Europe
Media Type: Online



ONAIR TO LAUNCH FULL MOBILE PHONE CONNECTIVITY FOR HAPAG-LLOYD CRUISES' FLAGSHIP MS EUROPA AT SEA

Geneva, Switzerland, 16 June 2010 – OnAir, the world's leading provider of inflight communications, today launched full mobile phone connectivity - including GSM & GPRS - for Hapag-Lloyd Cruises' flagship MS EUROPA with OnAir's Mobile technology. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links.

OnAir's technological partners, Siemens IT Solutions and Services and TriaGnoSys, developed technology to enable passengers and crew to use their own mobile phones and Smartphones (iPhone, Blackberry®, HTC, etc). The GSM service uses satellite communications, making connectivity possible regardless of the ship's location. Siemens IT Solutions and Services supplied, installed and will maintain the software and hardware supporting OnAir's technology.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, Chief Executive Officer of OnAir. "With Hapag-Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans," he added.

"Our commitment is to provide travellers with the very highest quality of service onboard of our cruise liners. The latest mobile technology provided by OnAir is absolutely in line with Hapag-Lloyd's Five Star ranking for service and excellence," says Paul Goldbeck, Manager IT/QM of Hapag-Lloyd Cruises.

Axel Jahn, Managing Director of TriaGnoSys, said: "Our expertise is in enabling communications where terrestrial infrastructures are out of reach, for example on ships or planes, and indeed TriaGnoSys technology has been used to provide GSM and GPRS services for airline passengers for over two and a half years. We specialise in efficient bandwidth use, increasing the number of simultaneous calls available at the same time as reducing satellite costs, expertise that is now available to the maritime market."

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

Florian Wolff, Senior Systems Engineer for Aerospace Solutions at Siemens IT Solutions and Services, said: "We have specifically designed the hardware and software to be simple to install,

which means it is easy to scale the service up if required, and also to introduce it across the rest of Hapag-Lloyd Cruises' fleet. The technology is tried and tested - we know it is high quality and robust, and we know people want to remain in touch using their own phones and Smartphones."

MS EUROPA is the only cruise liner in the world to have been awarded the coveted 5-star plus distinction by the Berlitz Cruise Guide since its commissioning in 1999. It accommodates a maximum of 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents.

OnAir is already offering passengers of more than 25 airlines and VIP & Governmental operators voice, e-mail, text services and Internet access, on flights over four continents by using the latest SwiftBroadband Inmarsat L-band technology.

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TRIA

Publication: Air Transport News

Date: 05 June 2010

Region: Global

Media Type: Online



OnAir To Connect Hapag-Lloyd Cruises' Flagship MS EUROPA At Sea

OnAir, the world's leading provider of inflight communications, has signed an agreement with German cruise operator Hapag-Lloyd Cruises, to service its flagship MS EUROPA with OnAir's Mobile technology, using an existing KU-band satellite link.

The agreement marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links.

OnAir is already offering passengers of more than 20 airlines - as well as VIP and Governmental aircraft operators – voice, e-mail, text services and Internet access, on flights over four continents by using the latest SwiftBroadband Inmarsat L-band technology.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay in touch while at sea," said Benoit Debains, Chief Executive Officer of OnAir. "With Hapag Lloyd passengers voyaging to destinations like Iceland, Polynesia and New Zealand, this announcement really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans," he added.

Siemens IT Solutions and Services, as OnAir's technological partner, will supply, install and maintain the software and hardware supporting OnAir's technology.

In 2010 MS EUROPA is once more, and for the tenth consecutive time, the only cruise liner in the world to have been awarded the coveted 5-star plus distinction by the Berlitz Cruise Guide. It accommodates a maximum 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents in unrivalled luxury.

The first Mobile OnAir-equipped cruise will launch during the first quarter of 2010.

Publication: AsiaTravelTips
Date: 17 June 2010
Region: Northern Asia & Pacific
Media Type: Online



OnAir Sets Sail with Hapag-Lloyd Cruises

OnAir, a leading provider of inflight communications, has launched full mobile phone connectivity - including GSM & GPRS - for Hapag-Lloyd Cruises' flagship MS Europa with OnAir's Mobile technology.

The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into this rapidly growing business sector. OnAir's technological partners, Siemens IT Solutions and Services and TriaGnoSys, developed technology to enable passengers and crew to use their own mobile phones and Smartphones (iPhone, Blackberry, HTC, etc).

The GSM service uses satellite communications, making connectivity possible regardless of the ship's location. Siemens IT Solutions and Services supplied, installed and will maintain the software and hardware supporting OnAir's technology.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, Chief Executive Officer of OnAir. "With Hapag-Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, this launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans."

Paul Goldbeck, Manager IT/QM of Hapag-Lloyd Cruises, added, "Our commitment is to provide travellers with the very highest quality of service onboard of our cruise liners. The latest mobile technology provided by OnAir is absolutely in line with Hapag-Lloyd's Five Star ranking for service and excellence."

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

Florian Wolff, Senior Systems Engineer for Aerospace Solutions at Siemens IT Solutions and Services, said, "We have specifically designed the hardware and software to be simple to install, which means it is easy to scale the service up if required, and also to introduce it across the rest of Hapag-Lloyd Cruises' fleet. The technology is tried and tested - we know it is high quality and robust, and we know people want to remain in touch using their own phones and Smartphones."

MS Europa accommodates a maximum of 408 guests in over 200 suites, and 280 officers and crew.

Publication: commsbusiness
Date: 21 June 2010
Region: Northern Europe
Media Type: Online



OnAir to launch mobile at sea

OnAir, provider of inflight communications, has launched full mobile phone connectivity - including GSM & GPRS - for Hapag-Lloyd Cruises' flagship MS EUROPA with OnAir's Mobile technology. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links.

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"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, chief executive officer of OnAir. "With Hapag-Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans," he added.

"Our commitment is to provide travellers with the very highest quality of service onboard of our cruise liners. The latest mobile technology provided by OnAir is absolutely in line with Hapag-Lloyd's Five Star ranking for service and excellence," said Paul Goldbeck, manager IT/QM of Hapag-Lloyd Cruises.

Axel Jahn, managing director of TriaGnoSys, said: "Our expertise is in enabling communications where terrestrial infrastructures are out of reach, for example on ships or planes, and indeed TriaGnoSys technology has been used to provide GSM and GPRS services for airline passengers for over two and a half years. We specialise in efficient bandwidth use, increasing the number of simultaneous calls available at the same time as reducing satellite costs, expertise that is now available to the maritime market."

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

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OnAir is already offering passengers of more than 25 airlines and VIP & Governmental operators voice, e-mail, text services and Internet access, on flights over four continents by using the latest SwiftBroadband Inmarsat L-band technology.

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Publication: DigitalShip

Date: 18 June 2010

Region: Global

Media Type: Online

Digital Ship

Aircraft GSM comes to the oceans

OnAir, an in-flight communications provider for aeroplanes, has launched a mobile phone connectivity service, including GSM and GPRS, for Hapag-Lloyd Cruises' flagship MS Europa.

The system uses OnAir's Mobile technology, which was adapted in conjunction with technological partners Siemens IT Solutions and Services and TriaGnoSys to enable passengers and crew to use their own mobile phones and smartphones on ship.

Siemens supplied, installed and will maintain the software and hardware supporting the technology.

The system uses the ship's existing Ku-band satellite antenna, connected to software developed by Siemens and TriaGnoSys which uses compression technology to make efficient use of the available bandwidth.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, CEO of OnAir.

"With Hapag Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and internet both in the air and on the oceans."

Publication: FlightGlobal

Date: 05 June 2010

Region: Global

Media Type: Online



OnAir unconvinced about viability of Ku model for airlines

OnAir has made known it is open to supporting in-flight mobile communications over a Ku-band link, but remains unconvinced that Ku-band connectivity is as yet a viable business model for airlines.

Using Inmarsat's L-band-based SwiftBroadband aeronautical service, OnAir currently provides voice, e-mail, text services and light Internet access to passengers on more than 20 airlines.

Yesterday the Airbus/SITA joint venture announced an agreement with German cruise operator Hapag-Lloyd Cruises to service its flagship MS Europa cruiseliner with 'Mobile OnAir' technology using an existing Ku-band satellite link.

The move will showcase the versatility of OnAir's technology in being able to use various types of satellite links.

Asked, however, if OnAir intends to offer Ku-band satellite-based connectivity to airlines now or in the future, company chief executive Benoit Debains told ATI: "It is up to the airlines to decide whether they want a Ku-band satellite link.

"Under our agreement with Hapag-Lloyd we use their existing antenna in which we plug our connectivity solution. Again, it is up to the airline to decide whether to install a Ku antenna in addition to the SwiftBroadband capacity delivered by the antenna they need for cockpit traffic, but so far, no other airlines but Lufthansa (who are using their existing investment) have made that decision."

Lufthansa recently inked an agreement with Panasonic Avionics to reignite its Connexion by Boeing in-flight Internet service, which was operated over a Ku-band link, but shut off by the US airframer at the end of 2006. Mobile connectivity service will be provided to Lufthansa by Panasonic partner - and OnAir rival - AeroMobile.

Emirates, meanwhile, is equipping its entire fleet with AeroMobile's mobile connectivity service supported by the existing Inmarsat "Classic" Aero and Swift64 satcoms. But the Middle Eastern carrier has said it is exploring the possibility of offering high-speed Internet connectivity over Ku-band satellites.

Since airlines will need to invest in two antennas if they want Ku-band connectivity, the business model "looks a lot more challenging than one single antenna", according to Debains.

Siemens IT Solutions and Services, as OnAir's technological partner, will supply, install and maintain the software and hardware supporting OnAir's technology on MS Europa. The first Mobile OnAir-equipped cruise will launch during the first quarter of this year.

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Publication: IFEpress
Date: 16 June 2010
Region: Northern America
Media Type: Online



OnAir To Launch Full Mobile Phone Connectivity For Hapag-Lloyd Cruises' Flagship MS Europa At Seahip

Geneva, Switzerland, 16 June 2010 – OnAir, the world's leading provider of inflight communications, today launched full mobile phone connectivity – including GSM & GPRS – for Hapag-Lloyd Cruises' flagship MS EUROPA with OnAir's Mobile technology. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links.

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"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, Chief Executive Officer of OnAir. "With Hapag-Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans," he added.

"Our commitment is to provide travellers with the very highest quality of service onboard of our cruise liners. The latest mobile technology provided by OnAir is absolutely in line with Hapag-Lloyd's Five Star ranking for service and excellence," says Paul Goldbeck, Manager IT/QM of Hapag-Lloyd Cruises.

Axel Jahn, Managing Director of TriaGnoSys, said: "Our expertise is in enabling communications where terrestrial infrastructures are out of reach, for example on ships or planes, and indeed TriaGnoSys technology has been used to provide GSM and GPRS services for airline passengers for over two and a half years. We specialise in efficient bandwidth use, increasing the number of simultaneous calls available at the same time as reducing satellite costs, expertise that is now available to the maritime market."

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

Florian Wolff, Senior Systems Engineer for Aerospace Solutions at Siemens IT Solutions and Services, said: "We have specifically designed the hardware and software to be simple to install, which means it is easy to scale the service up if required, and also to introduce it across the rest of Hapag-Lloyd Cruises' fleet. The technology is tried and tested – we know it is high quality and robust, and we know people want to remain in touch using their own phones and Smartphones."

MS EUROPA is the only cruise liner in the world to have been awarded the coveted 5-star plus distinction by the Berlitz Cruise Guide since its commissioning in 1999. It accommodates a maximum of 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents.

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Publication: mbmagazine
Date: 21 June 2010
Region: Northern Europe
Media Type: Online

mobile business

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maximum of 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents.

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Publication: PAXinternational
Date: 06 July 2010
Region: Global
Media Type: Online



OnAir to launch connectivity on MS Europa

OnAir, a leading provider of in-flight communications, recently launched full mobile phone connectivity, including GSM & GPRS, for Hapag-Lloyd Cruises' flagship MS Europa. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new sector and underlines the versatility of OnAir's technology.

OnAir's technological partners, Siemens IT solutions and services and TriaGnoSys, developed technology to enable passengers and crew to use their own mobile phones and smartphones while at sea. The GSM service uses satellite communications, making connectivity possible regardless of the ship's location. Siemens IT Solutions and Services supplied, installed and will maintain the software and hardware supporting OnAir's technology.

"We're delighted to be providing Hapag-Lloyd Cruises with the very latest in communications technology, giving its passengers the freedom to stay connected while at sea," said Ian Dawkins, CEO of OnAir. "With Hapag-Lloyd Cruises' passengers voyaging to destinations like the Baltics, Polynesia and New Zealand, today's launch really does underline OnAir's position as the only truly global communications provider of voice, data and Internet both in the air and on the oceans."

"Our expertise is in enabling communications where terrestrial infrastructures are out of reach, for example on ships or planes, and indeed TriaGnoSys technology has been used to provide GSM and GPRS services for airline passengers for over two and a half years," commented Axel Jahn, managing director of TriaGnoSys.

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth.

Publication: SatNews
Date: 16 June 2010
Region: Global
Media Type: Online



OnAir... Moving On Up + Ship-Shape Mobility

OnAir has announced that Chief Executive Officer, *Benoit Debains*, has decided to return to Airbus, Toulouse. *Ian Dawkins*, former Senior Vice President, Head of Future Programs, of Airbus SAS, will become OnAir's new CEO as of June 16th.

OnAir's Board Members have tasked Dawkins with furthering the company's profitable pace of growth, including its global reach onboard connectivity solutions and Internet Services to increase market share, profitability, customer loyalty and satisfaction. Those objectives, in line with the Company's objectives and strategy, will translate into an economically viable business model for the transport industry. Ian started his career with commercial system controls and then moved into aircraft control and landing systems with Fairy Hydraulics as Head of Program Management.



The MS EUROPA

Additionally, OnAir has launched full mobile phone connectivity — including GSM & GPRS — for **Hapag-Lloyd Cruises'** flagship *MS EUROPA* with OnAir's Mobile technology. The launch, with a cruise of the Baltic Sea, marks an extension of OnAir's business into a new and promising business sector, and underlines the versatility of OnAir's technology in being able to use various types of satellite links. OnAir's technological partners, **Siemens IT Solutions and Services** and

TriaGnoSys, developed technology to enable passengers and crew to use their own mobile phones and Smartphones (*iPhone*, *Blackberry*®, *HTC*, and so on). The GSM service uses satellite communications, making connectivity possible regardless of the ship's location. Siemens IT Solutions and Services supplied, installed and will maintain the software and hardware supporting OnAir's technology.

The installation, which uses the ship's existing Ku-band satellite antenna, is a simple process that can be carried out during a routine maintenance stop between cruises. The software developed by Siemens and TriaGnoSys uses compression technology to make very efficient use of the available bandwidth. MS EUROPA is the only cruise liner in the world to have been awarded the coveted 5-star plus distinction by the *Berlitz Cruise Guide* since its commissioning in 1999. The ship accommodates a maximum of 408 guests in over 200 suites, and 280 officers and crew, while visiting destinations on all five continents.

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