



*Company Name: Inflight Audio Ltd. (Inflight Dublin)*

*Funding: EI Innovation Partnership*

Since 1984, Inflight Dublin (IFD) has provided In-Flight Entertainment (IFE) to airlines around the globe. In that time IFD has worked closely with content distributors and hardware providers to package and deliver Movie, TV and Audio content to meet the demands of their customers. Over the past 30 years their relationship with the hardware providers and content distributors has developed further, as airline demands for the latest and greatest content and hardware constantly increases.



### **PROBLEM TO BE SOLVED**

As smart devices are becoming commonplace throughout the world, many airlines see an opportunity to increase their revenue and reduce their costs by streaming IFE content to passengers' devices. In doing so, airlines can enter a new market of short haul flights for their IFE. This would also remove the need for embedded systems thus reducing the weight and hence the fuel costs. However content providers are protective of their IP, in this case the Movie, TV and Audio content. In particular when this content is streamed to passenger-owned devices, content providers require robust and secure mechanisms for storing, transferring and streaming the content.



### **HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY**

Through partnering with TSSG, IFD has been able to access the expertise necessary to create an innovative solution, which meets the needs of the three main stakeholders - airlines, content providers and the content distributor.

- Airlines require a solution that provides scalability to stream to a large number of diverse passenger devices and can be integrated into their existing applications.
- Content distributors require a solution that is modular so that they can provide different components depending on the varying needs of airlines.
- Content providers require a solution that is secure and robust.

Along with the innovative software, a white paper was authored for the content distributors, which outlines the lifecycle of the media file from when it leave the Hollywood lab, through to the IFD offices, on-board the aircraft, streamed to passenger devices and finally destroyed or archived. The security and traceability of the solution was detailed along with innovative tool to provide transparency to the content provider. This white paper was reviewed by the 6 major Hollywood studios and approved. In utilising the academic and commercial expertise in TSSG, IFD obtained a white paper which was the highest quality ever seen by the Hollywood studios.



### **IMPACT FOR THE COMPANY**

IFD is now ahead of their competitors in the content distribution for IFE space. The quality of the white-paper and proposed solution has gained IFD first-to-market advantage as they are the first distributor in the world to be approved by all 6 major Hollywood studios to stream content to passenger-owned devices. This has also improved IFD's relationship with the Hollywood studios. IFD are expanding their business by adding a technology service to their offering and are looking at newer markets such as IFE on rail.