



MEDIA RELEASE

FINAL

IFPL bring new NFC to AIX 2016

Enhance onboard revenue and passenger personalisation

Visitors to stand 2C40 at AIX 2016 will see IFPL's new Near Field Communication (NFC) Payment Terminal.

IFPL designed the NFC Payment Terminal to address the complex and highly regulated problem of providing on-board off-line unattended Payment Card Industry (PCI) compliant NFC payments at the passengers seat. Enabling payment at seat allows the passenger to shop and pay at his or her own convenience and allow the airline to expand retail offerings to include 'deliver to gate' or 'deliver to home' service. In addition, due to its ability to transmit and read data it can negotiate with data from an App on a PED or via an NFC loyalty card enabling enhanced passenger personalisation, customer service and loyalty resulting in increased revenues for airlines.

NFC is a technology that can be used to enhance on-board revenue and personalise the passenger experience, as the airline will be able to determine exactly who is sitting in the seat. Once this is achieved the IFEC (In-Flight Entertainment & Connectivity) system could direct content, service and promotions to meet the individual customer profile: enabling passengers to make on-board purchases, personalise IFEC and services based on personal preferences and aspects such as frequent flyer status – enhancing both revenue and service delivery.

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Image:



Contact:

For further information on these and more of our industry leading solutions, please contact:

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Editors Notes:

IFPL is an award winning designer, innovator and manufacturer of passenger interface solutions to the global in-flight entertainment and connectivity industry (IFEC). We are unique in our ability to combine industry leading innovation with manufacturing excellence; through a comprehensive in-house capability that enables our clients to work closely with us in transforming ideas, from concept to prototype and then delivered as industrialised, certified and production ready solutions - within months, not years.

IFPL was founded by Managing Director Geoff Underwood almost 20 years ago and has the largest portfolio of proven IFEC products and services in its sector. We are rightly proud to supply the world's leading inline manufacturers and airlines who have come to rely on us to provide inspiration to the enhancement of their passengers experience; delivered through our innovative product design and proven reputation for reliability.

The company is based on the Isle of Wight off the South Coast of England in a purpose built and award winning manufacturing facility that boasts extensive Product Design, R&D and Manufacturing capability.

Secondary Image:



Caption: **IFPL's award winning facility on the Isle of Wight**