



## MEDIA RELEASE

*FINAL*

### **IFPL bring new Reversible USB to AIX 2016**

#### *Minimising CID whilst bringing power and data to the passenger*

Visitors to stand 2C40 at AIX 2016 will see IFPL's new Reversible USB power and data module; providing at-seat Portable Electronic Device (PED) power for charging and data transfer. The innovative feature of IFPL's reversible USB A module is that whichever way the passenger tries to insert their USB A plug they will always get it right. This prevents the USB plug and socket being forced and helps prevent Customer Induced Damage.

Research shows that over 90% of passengers take PED's onboard and this new product from IFPL combines USB charging and data transfer capability in one industry standard module that can be easily incorporated into line-fit aircraft or as a retrofit onto existing fleets.

David Thomas, Head of Business Development at IFPL comments, *"This latest product will help make flat batteries a thing of the past for travellers and lets the passenger truly connect with the IFE. The reversible functionality provides a step improvement in reliability and its total cost of ownership which is highly attractive to airlines"*

In addition to charging PED's, full data transfer capability allows system wide IFE integration for improved passenger personalisation. Another innovative feature of this solution is the customisable light guide within each unit where the colour can be adjusted to support not only night time flying but also align with an airlines brand identity.

As you would expect from IFPL, the simple but clever design of the new Reversible USB module ensures its high reliability; having been tested to over 60,000 insertions, in addition to minimising Customer Induced Damage (CID) through its reversible insertion capability.

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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**