

ENHANCING PASSENGER EXPERIENCE: ST ENGINEERING IDIRECT TECHNOLOGY POWERS PRIVATE AIRLINE CONNECTIVITY UPGRADE

The Challenge

For the modern business jet airline, offering passengers ground-like internet access on board flights to crucial business meetings and conferences, or to and from the office is essential to remain competitive.

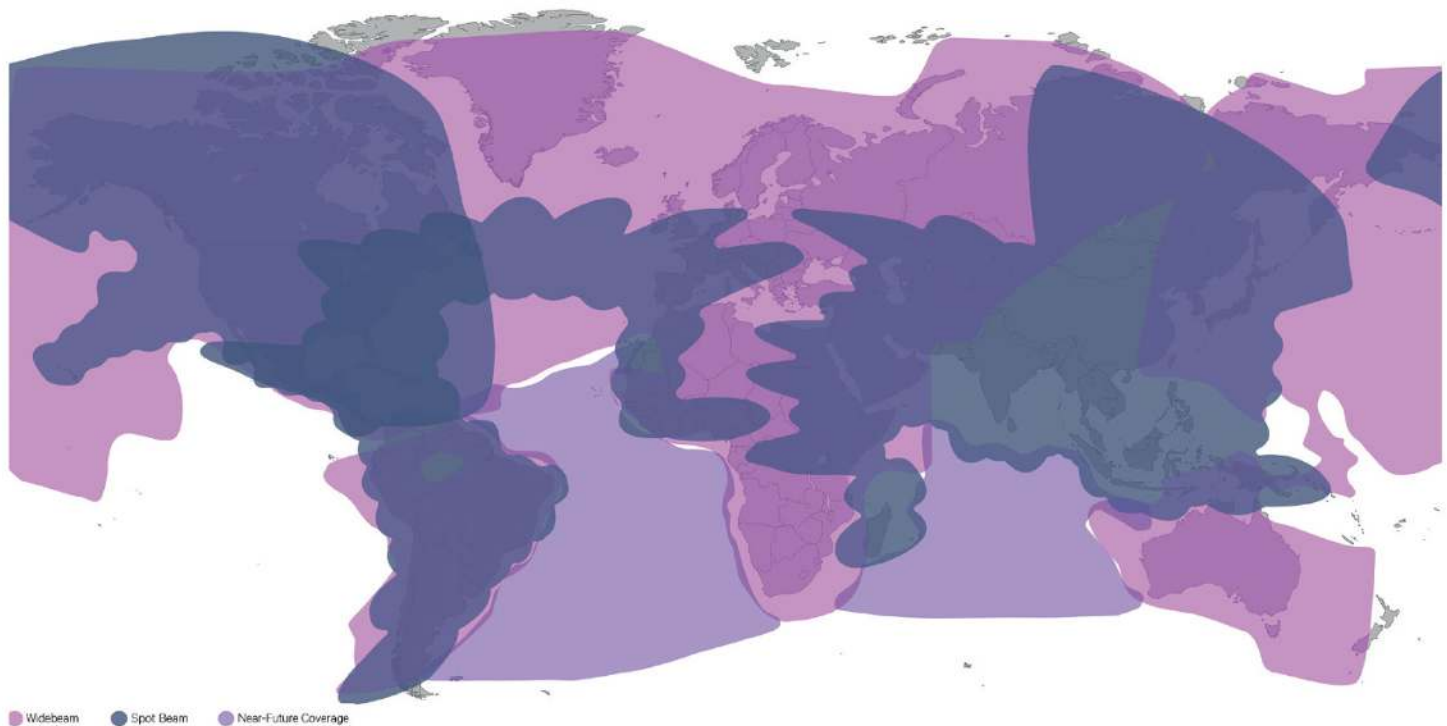
This truth wasn't lost on Kaiser Air, a US-based private charter airline. The company wanted to move away from the terrestrial connectivity system it was running as it didn't provide the constant and reliable communications required by its passengers. One such customer was a regular passenger who traveled to

and from Hawaii whilst running his business from a Kaiser Air jet and required constant contact with his team on the ground.

To ensure that their customers could access reliable connectivity, Kaiser Air employed the services of SES and Collins Aerospace and specifically LuxStream - a private business aviation connectivity service developed by the two companies. The solution – backed by ST Engineering iDirect technology – was chosen for its cost efficiency, speed, and bandwidth capabilities.

LUXSTREAM GLOBAL COVERAGE

A ubiquitous connectivity experience wherever passengers may fly



Service availability is subject to regulatory restrictions

The Solution

LuxStream uses ST Engineering iDirect's platform and onboard modem hardware inside the Astronics Ku-Sat2000 SATCOM terminal. It provides a close-to-office experience for passengers allowing business travellers to work while on the go. With simple installation, Luxstream provides global coverage for constant inflight connectivity with 99% of flight time spent in-network.

Part of the success of LuxStream is thanks to ST Engineering iDirect's solution which enables SES to operate the connectivity service across their multi-satellite HTS capacity.

The platform enables efficient management of capacity, network traffic QOS, seamless beam switching and maintains reliable connectivity as the aircraft fly around the world automatically accessing the best capacity available at any point in the journey.

The Result

The service has been deployed on board Kaiser Air's Boeing and Gulfstream aircrafts, allowing passengers to enjoy the kind of connectivity they'd usually expect only once they've landed. Providing this level of connectivity is crucial to staying ahead in a competitive market that must cater for changing customer expectations.

Kaiser Air's Director, Rick Brainard, has praised both the quality of the connectivity, as well as the service of the y have been impressed with the attitude and aggressiveness of SES and Collins Aerospace in terms of making sure that the service works flawlessly. With any challenges attended to rapidly, Mr Brainard knows that "they always have our back".

With its technology instrumental in allowing for passengers on board of Kasier Air to undertake daily business tasks without the restrictions of limited connectivity, ST Engineering iDirect technology continues to be the chosen partner powering LuxStream.