

# digsystem™

n e w s l e t t e r

# digplayer™



## Wencor & APS introduce the digSystem™ Seat Back IFE And new products at Aircraft Interiors Expo.

Wencor unveiled its new digSystem™, a lightweight, state of the art, in-seat airline entertainment system at the Airline Interiors Show, Hamburg, Germany April 6, 2005. The new system gives passengers a wide spectrum of cabin entertainment options, including Audio/Video On Demand (AVOD). Airlines save over half the fuel costs as the digSystem weighs one third of traditional IFE systems and only consumes one third of the power.

The digSystem is modular and can stand-alone in an embedded IFE environment. Airlines now have the option to provide entertainment to any cabin, zone, seat, passenger on any flight or aircraft.

### digSystem Features

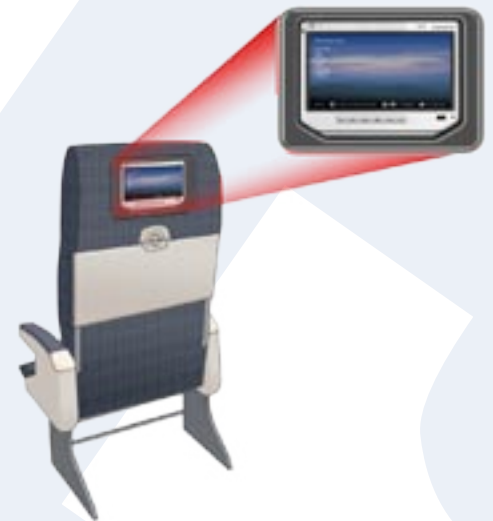
- eDVP - embedded Digital Video Player
- DVP
  - Digital Video Player
  - Freestanding
- Touch screen Navigation
- 60 GB Hard Drive
- Quick Disconnect Docking Station
- 802.11a Wireless Transceiver
- Content Loading
- On Board Network
- Credit Card Reader - Revenue
- USB 2.0 Port
  - Game Controller
  - Keyboard
- Stereo Headset Jack

The system is flexible, scalable, and configurable with a 60 GB hard drive, and 802.11a wireless technology network. An USB 2.0 port is provided for optional passenger control devices for games, keyboards, and memory sticks (future).

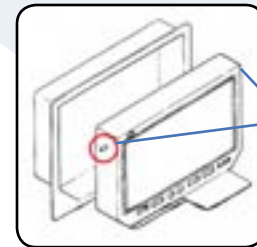
A credit card reader allows the capture of funds, easing flight attendant involvement. Once a plane lands for the day, credit card transactions can be transferred via an encrypted wireless network. The unit comes with an eight-inch Liquid Crystal Display (LCD) with a touch screen that gives passengers easy access to all content options.

The system is typically programmed with movies, television shows, cartoons, videos, music, as well as airline destination information, promotions and advertising.

High Quality Seatback VOD Passenger Entertainment At 1/2 the Weight, Fuel, System and Installation Costs



### Modular Unit Pops in or Out in Seconds. . .



. . . right from a docking station in the seat back. *No wires to attach.*

15 volt DC power is supplied via two pins, which also serve as the fastener and tilt adjustment hinge.

**DigEsystem:** Over 42 interested Airlines at the Airline Interiors Expo

We were pretty busy at the Airline Interiors Expo with airlines of all sizes, who expressed interest in the digEsystem. Here is a summary of the most popular reasons for their interest in this new product:

**It is not a very complicated decision –**

A simple system that provides passengers with super quality, seatback VOD entertainment, yet at 1/2 the weight, fuel, system and installation costs.

Simple installation, its just a conventional seat power addition plus a seat back mount, which takes about 48 hours.

**It is self contained and modular –**

Each unit has its own hard drive, touch screen and button controls, credit card swipe, etc., so no heavy servers and wiring harnesses in the bay or bulky seat power boxes.

Everything is contained in the 1.5-pound modular unit, which can be popped out by a flight attendant and replaced with another, or moved to a different part of the aircraft, or removed from one aircraft to another.

**It is also easy to change content -**

Content is uploaded wirelessly, on board and sent from a wireless laptop.

**Capabilities can easily be expanded today or in the future –**

A single, small, on board server and wireless access point can be used now, or in the future, to add more current content:



**And all this at 691 pounds per aircraft** (150 seats 737) not 2,200 pounds of a conventional seat back system, which by itself can save \$60,000 to \$ 80,000 per aircraft, per year in fuel.

## Future digEplayer features



**Also Including:**

- Live Satellite TV
- Broadband Internet Connectivity,
- Public Wireless LAN
- Passenger to Passenger Games

## Last month DigEplayer was selected as "Best In Flight Entertainment 2004"

London, IPEC/LARA, March 2005 – The digEplayer was awarded the "IFE product of the year award"

How the Awards winners were determined - Voting by 2,000 former Inflight magazine subscribers and 600+ people currently registered to receive news alerts from Inflight Online.

Alaska Airlines won the Airline "IFE Service of the Year Award".

"We are delighted to receive the award," said Brent Wood, CEO and President of APS. "It's a verification that the cutting edge design, ease of use and wide variety of entertainment choices on the digEplayer™ is making the passengers flying experience better than ever." Mr. Wood also stated, "The airlines are also voting with their pocketbooks as the DigEplayer is currently the portable IFE of choice with ten airlines using the players and six more airlines signed up to launch

## Rapid Growth From Listening to Airline Market Needs

"This has been a very exciting time for APS and Wencor as we expect to have 20 airlines customers by the end of this month" said Web Barth, APS Vice President Marketing and Sales during his presentation at the Aircraft Interiors Expo, April 2005, Hamburg.

"We have been listening very carefully to the market to ascertain the real needs of airlines and Airline passengers," continued Barth. "In response we are introducing a variety of new products and features to make our in-flight entertainment systems even better."

New innovations for the digEplayer include a portable built in credit card reader to collect and record credit card and cash transactions.

Another innovation is a data collection package, which allows airlines to track which programs are being viewed, for how long, and on which flights.



**The digEpouch™ is an optional carrying case**, which allows airlines to hang the digEplayer onto the back of seats to maximum tray space and provide the look, feel, and functionality of a seatback system.



**New Doghouse Storage Units** take advantage of the voids behind the last rows of seats, allowing airlines to store more than 40 portable digEplayers and headsets.



Another new innovation is the **digEcart™**, a customized beverage cart that can store 32 digEplayers in a half cart and 64 units in a full-size beverage cart, providing easy provisioning of flights and on board rentals.

# digEplayer™

An Evolving Product

## Other New digEplayer features

- Games
- Credit Card Processors
- Usage Statistics
- Broadcast Video
- Daily News
- Internet and Web Pages

## New Design

- Touch Screen
- Larger 8 inch & 10 inch screens
- Wireless 802.11a
- Transceivers
- Fast and Easy Content Loading
- Larger Storage Capacity
- Longer Battery Life (12 hrs)
- New Look and Feel
  - Sleeker Design, Less Buttons
  - Creative Placement Solution



## About Wencor & APS:

Wencor has been involved in the aviation business for over 55 years. With the acquisition of APS, the firm has entered into the IFE market, developing cutting edge technology and new designs and bringing worldwide logistics and support capacity to digEplayer customers. Wencor is based in Springville, UT, with offices in Washington, Georgia, Florida, Amsterdam, and Singapore.

For more information, visit <http://www.wencor.com>, or call 801-489-2120.

