

Sony And Boeing Agree To Work On First Upgrade Program For The P@ssport In-Flight Entertainment System

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Boeing Airplane Services and Sony Trans Com Inc. today announced the signing of a memorandum of understanding under which Sony will install its P@ssport™ In-Flight Entertainment system on six in-service Boeing 747s, with options to install the system on 44 additional airplanes.

The P@ssport™ system is an in-seat, full digital video on-demand entertainment system designed for full commercial aircraft installation.

The relationship between Boeing and Sony will allow for a seamless installation of the Sony P@ssport™ system. Under the program, Boeing Airplane Services will design upgraded environmental control systems, interior structural modifications and systems wiring. It also will be responsible for installation activities and airplane certification. Sony will provide expertise in the design of sophisticated In-Flight Entertainment systems and will serve as the focal point for the airline customer.

Additionally, Boeing Airplane Services will install an improved Cabin Services System on each airplane covered under this agreement. This system is the same as the one currently used on all new Boeing twin-aisle airplanes. Collectively, Sony and Boeing have the necessary integration management and long-term product support capabilities to offer the industry's leading In-Flight Entertainment (IFE) equipment and installation package.

"Working with Boeing on this upgrade program allows us to offer our customers an IFE solution that can apply to both their existing and future aircraft," said Randy Lincoln, Sales and Marketing vice president for Sony Trans Com. "We understand that airlines look to achieve IFE consistency across their fleets and that is exactly why we are excited about our move forward with Boeing on this new program."

The Sony P@ssport™ System offers passengers a rich pool of entertainment options including video and audio on-demand, games, shopping and web pages. The superior picture and sound quality and full operation control are distinctive product features.

"This is another step for Boeing Airplane Services in becoming the premiere integrator of In-Flight Entertainment systems," said Joe Gullion, president of Boeing Airplane Services. "Airlines that choose the Sony P@ssport™ System for their in-flight entertainment needs will benefit from the experience, expertise and data that Boeing brings to the table."

Sony Trans Com is in the business of providing quality In-Flight Entertainment solutions that bring together the complete package of innovative systems, programming and customer support. The company has a long tradition of technical innovation and places high importance on providing comprehensive services that match the sophistication of its systems. The company reports into Sony Electronics Inc., a U.S. operation of Sony Corporation. Sony Trans Com has its main office in Irvine, Calif., with regional offices in Europe and Asia.

Boeing Airplane Services is part of the Boeing Commercial Aviation Services organization, which offers the aviation industry's broadest array of support resources. Today, there are more than 10,500 Boeing airplanes in operation around the world. Boeing is recognized as a global company, whose products and services bring people and countries together.

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