British Airways Passengers Go On-Line Onboard with Connexion by Boeing

British Airways passengers today were, for the first time able to go on-line in the air when the Connexion by Boeing[SM] broadband system went live.

Passengers simply plugged their laptops into the internet connections in their seats and logged on as they normally would in the office or at home. They then accessed their personal and work emails, corporate intranets and the web.

For the duration of the three month trial passengers in First, Club World and World Traveller Plus will be able to keep in contact with work colleagues, family and friends through real time broadband email and internet access.

The trial is taking place on board one British Airways 747-400 aircraft, which operates services between London's Heathrow and New York's JFK airports.

Martin George, British Airways' director of marketing: said; "The research that we undertook before starting the trial showed that there was a strong interest from our passengers. This is a huge step forward in innovation and we're pleased to be involved with Connexion from such an early stage."

Connexion by Boeing President Scott Carson added, "We are extremely pleased that British Airways has embraced the added value that high-speed connectivity can bring to their passengers, as well as to their operations. Working together, we've given the Internet wings on a significant travel route connecting Europe and the U.S. and empowered British Airways' passengers with the ability to choose how they entertain themselves and stay informed during flight."

Following the trial, customer reaction will be considered before a decision is made as to whether Connexion by Boeing will be installed across the British Airways longhaul fleet.

Notes For Editors:

- Connexion by Boeing will be available on the BA175, which leaves Heathrow at 11am every day and on the BA112, which leaves New York at 1830 local time.
- Passengers on the first flight will pay £20 to connect to the internet for their entire flight, however pricing will change during the trial.
- Broadcast footage is available. For more information contact Sara John in the British Airways press office on 0208 738 5102.

Connexion by Boeing is a mobile information services provider that is revolutionizing the way people on the move communicate and entertain themselves by providing high-speed, two-way connectivity to aircraft in flight. Through the service, broadband (or high data-rate) connectivity is delivered seamlessly to airline seats, offering passengers personalized and secure access to the Internet, intranets, two-way e-mail (including attachments) and streaming television and audio content. Connexion by Boeing service is currently the only broadband connectivity service available to airlines and their passengers.

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For further information:
Sherry Nebel
Connexion by Boeing
206.655.5291
Sean Griffin
Connexion by Boeing
206.655.5291