

## **Japan Airlines and Connexion by Boeing Sign Definitive Agreement for Inflight Connectivity on Long Haul Fleet**

---

# **Japan Airlines and Connexion by Boeing Sign Definitive Agreement for Inflight Connectivity on Long Haul Fleet**

Japan Airlines (JAL) and Connexion by Boeing<sup>SM</sup>, a business unit of Boeing (NYSE:BA), today announced the signing of a definitive service agreement that will bring real-time, high speed connectivity to the leading Asian carrier's passengers and airline operations.

The agreement outlines the installation of the Connexion by Boeing mobile information service on JAL's long-haul fleet of 68 aircraft, including firm and optional. As the Asian launch customer for the Connexion by Boeing service, JAL will help pioneer in-flight connectivity in the region. Installations will begin in 2004, with passenger service expected to begin on routes originating from Japan to London. Financial terms of the agreement were not disclosed.

During the press conference in Tokyo announcing the completion of contract negotiations, Connexion by Boeing President Scott Carson outlined the importance of the agreement and broadband connectivity to the Asian market, for the airline industry and for peripheral industries that stand to benefit from new technologies and an enhanced passenger and crew communication capability.

"As the airline industry continues its recovery and airlines strive for competitive advantages, they are actively seeking services that add value to their operations, can help reduce operational costs and provide the enhanced connectivity that business and leisure passengers are seeking," said Carson. "Japan Airlines has openly embraced broadband technology as a well-conceived, cost-effective solution, and as a brand differentiator in the eyes of their airline competitors and with the traveling public. We are so very pleased to have them as our launch customer in Asia."

"By introducing this Connexion by Boeing Internet connection we are providing customers who like to be active during their flights in either business or leisure pursuits with a greatly value-added level of service," said Katsumi Chiyo, Executive Officer, International Passenger, Japan Airlines.

JAL passengers aboard an aircraft equipped with the Connexion by Boeing service can use the high-speed connectivity to access the Internet and firewall-protected corporate intranets, send outgoing emails or open large attachments from incoming emails; receive news, weather or destination information; and view web-based entertainment content.

Boeing has a strong history of cooperation with airlines and industry in the Asia Pacific region and this year is celebrating the golden anniversary of its operations in Japan. Those relationships continue today and include Connexion by Boeing's ongoing work with several of the world's leading airlines in the region and also through its work with Mitsubishi Electric Corporation, the producer of the next-generation airborne antenna for broadband satellite connectivity and with Space Communications Corporation, a provider of ground station and satellite services.

## **About Japan Airlines**

Asia's biggest airline, Japan Airlines (JAL) is currently integrating its operations with domestic partner Japan Air System (JAS) and serves 178 airports in 30 countries with a fleet of some 280 aircraft. After integration is completed in April 2004, the new JAL Group will rank as second in the world in terms of total sales revenues. JAL's fleet includes more than 80 Boeing 747s and the company was the first airline in the world to take delivery of 100 Boeing 747 aircraft. JAL recently took delivery of its 150th wide-bodied Boeing jet. For more information, visit JAL.

## **About Connexion by Boeing**

Connexion by Boeing is the mobile information services provider bringing broadband Internet, data and entertainment connectivity to mobile travelers. The Boeing business unit recently announced a high-speed connectivity solution for the business aviation market, and also announced definitive service agreements with Lufthansa and Scandinavian Airlines System to equip their fleets of long-haul aircraft with the service beginning in early 2004. In addition, both All-Nippon Airways and Singapore Airlines have announced their intent to install the Connexion by Boeing service on its long-range aircraft. For information visit Connexion by Boeing.

## **About Mitsubishi Electric**

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company has operations in 35 countries and recorded consolidated group sales of 3,639 billion yen (US\$30.3 billion\*) in the year ended March 31, 2003. For more information, visit Mitsubishi.

## **About Space Communications Corporation**

Space Communications Corporation was established in 1985 as a pioneer in the satellite communications business in Japan. Currently SCC operates four uniquely different and sophisticated "SUPERBIRD" satellites in geo-stationary orbits. Together they provide satellite links for diverse applications including video transmissions, satellite broadcasting, high-speed digital communications and emergency network support. SCC also dedicates our full resources to the provision of a broad spectrum of services and solutions in SCC Teleport Center, one of largest Teleports in Japan; these include uplink and other operational services, consulting, applications development, satellite Internet/Intranet services, broadband contents distribution, and digital contents distribution services for cable TV operators. For more information, please visit SUPERBIRD.

###

For further information:

Geoffrey Tudor

Public Relations

JAL

81-3-5460-3102

81-3-5769-6832

[geoffrey.tudor@jal.com](mailto:geoffrey.tudor@jal.com)

Sherry Nebel

Connexion by Boeing

mobile: +8180 1040 3368

Naoko Masuda

Connexion by Boeing

mobile: +8190 2415 4000

Sean Griffin

Connexion by Boeing

+206.655.9359

---