

## **Japan Airlines and Connexion by Boeing Introduce Real-Time Airborne Internet Access to United Kingdom Travelers**

Japan Airlines (JAL) and Connexion by Boeing, a business unit of The Boeing Company (NYSE: BA) today announced the start of the first real-time, high-speed Internet access available to passengers flying out of the United Kingdom. The maiden flight on December 11 of flight JL402 from Heathrow marks the beginning of a new era for passengers traveling from London to the Pacific Rim region, who want to be connected to the things that are important to them. The inaugural flight from Tokyo-to-London occurred Dec. 9.

Passengers using JAL SkyOnline, with Internet service provided by Connexion by Boeing<sup>SM</sup>, will have access to the World Wide Web; two-way, real-time email; their corporate intranet, including virtual private network capability; and the ability to stay in touch with friends, family and the office, providing passengers with unlimited choices for how to spend their time in flight.

Connexion by Boeing Vice President of Commercial Airlines Stan Deal applauded JAL for its connectivity vision and commitment to adding value-added services for the business traveler, such as high-speed Internet access and JAL's award-winning 'Shell Flat Seat.'

"This is an exciting time in the long-standing relationship we've enjoyed with Japan Airlines," said Deal. "We are delighted to have the opportunity to bring this exciting new technology to U.K. residents and to travelers catching connecting flights to Tokyo and other destinations in Asia. The addition of Connexion by Boeing in-flight connectivity adds another element of branding distinction for JAL's commitment to the best possible passenger experience."

"JAL is the first airline to introduce this innovative new service between the U.K. and Japan," said Executive Officer and General Manager, Product Marketing and Development Shunichi Saito. "We are impressed with the ease of use of the Connexion by Boeing service and are happy to introduce wireless LAN (WLAN) service since it is easy and provides an equal level of service to all passengers."

Initially, high-speed Internet service will be provided every other day in first, business and economy classes on flights between Tokyo and London. JAL SkyOnline will also feature a selection of free content, including news, weather and airline and flight information. During the initial three months of service, a Connexion by Boeing technology specialist will be aboard the flights to support Internet use by customers in both English and Japanese. Going forward, the service will be extended to other long-haul flights on routes between Japan and Europe and Japan and the Americas aboard Boeing 747-400 and 777 aircraft.

Connexion by Boeing continues to gain market traction as more air carriers add in-flight connectivity for their passengers. To ensure a seamless and familiar experience for passengers, associate service provider agreements are being established with leading telecommunication companies to allow their customers to use their existing username and password to gain Internet access and then receive a single, consolidated billing. Recent agreements with iPass, NTT DoCoMo, T-Systems, NTT Communications, SingTel, Starhub and Infonet provide multiple payment options for consumers. In addition, Connexion recently announced a trial agreement with Vodafone, one of the world's largest mobile services providers, aimed at extending Vodafone's laptop data mobility services in-flight.

Connexion by Boeing, which sets service pricing, has established a competitive set of options that provide value and choice for JAL passengers and others who wish to stay in touch with people and things important to them. The two initial pricing plans<sup>1</sup>, which will vary depending on flight length, are as follows:

- **Flat-Rate Pricing Option:** (Unlimited access to the Internet) US\$29.95 for long-haul flights (more than six hours); US\$19.95 for medium-haul flights (between three and six hours); and US\$14.95 for flights less than three hours.
- **Metered Pricing Option:** For flights less than 3 hours: 30-minutes starter package for US\$7.95 with rates of US\$0.25 per minute thereafter. For flights more than 3 hours: 30-minutes starter package for US\$9.95 with rates of US\$0.25 per minute thereafter.

<sup>1</sup>These are prices charged by Connexion by Boeing. A minimal administrative charge may be levied by the Associate Service Providers.

### **About Connexion by Boeing**

Connexion by Boeing is the recipient of the 2003 World Travel Award for World's Leading High-Speed In-flight Internet Services Provider and recently was named one of the wireless companies to watch in 2005 by IDC wireless services analysts. Through a broadband connection to an equipped aircraft, high-speed Internet, data and entertainment connectivity is delivered directly to travelers in flight. Connexion by Boeing has definitive agreements with Singapore Airlines, Lufthansa, SAS (Scandinavian Airlines), Japan Airlines, ANA, China Airlines and Kingdom Holding Co. to equip their long-haul aircraft with the service. In addition, Korean Air and Asiana have announced their intent to install the Connexion by Boeing system on their long-range aircraft. Connexion by Boeing also offers a high-speed connectivity solution for the business aviation and maritime markets. For

more information, please visit [www.connexionbyboeing.com](http://www.connexionbyboeing.com).

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For further information:

Terrance Scott

Connexion by Boeing

mobile: 206-571-8070

[terrance.scott@boeing.com](mailto:terrance.scott@boeing.com)

Cathy Rudolph

Connexion by Boeing

206-655-5037

[catherine.a.rudolph@boeing.com](mailto:catherine.a.rudolph@boeing.com)

Nicette Makkinga (Europe)

Europe: + 44-207-747-5539

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