



Press Release

Display Interactive to Accelerate development in China: the IFE & Services Provider is selected for 'Impact China 2019' program

After a rigorous selection process, the global In-Flight Entertainment & Services vendor has been selected among a group of French Tech companies to participate in Impact China, an exclusive business accelerator program driven by Bpifrance and Business France

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Impact China 2019, a business accelerator program organized by Bpifrance and Business France to empower promising French Tech and *French Fab* companies' development on the Chinese market, has selected Display Interactive for its 4th edition. The In-Flight Entertainment & Services provider passed successfully a rigorous selection process where a list of innovative organizations has been evaluated by a jury of 15 French and Chinese experts from the tech and digital ecosystem, and venture capitalists. Business case, product assessment and strategy for growth on the Chinese market were the top criteria taken into consideration. "Display interactive has already lot of assets to succeed in China, a very competitive market. With its own technology, Display Interactive is in a great position to attract strong and trusty Chinese partners as well as to gain great references and reach local expectations. *Impact China 2019*' jury members were particularly seduced by the highly motivation of their teams", said Thomas VIAL, Head of Tech & Services - Aeronautics for Business France China.

Display Interactive strategy to invest in Chinese market was confirmed in January 2018, when CAAC - Civil Aviation Administration of China - relaxed restrictions on mobile devices use on aircraft, resulting in a growing number of Chinese airlines embracing in-flight connectivity and digitalization on board. "We are very proud of this recognition coming from such renowned institutions as Bpifrance and Business France. Taking part in this business acceleration program is aligned with our investment and key focus during the last months. We have doubled our team working for China, and our relationship with

local partners are thriving and driving us towards the right direction. Now we start 2019 with the ambition of taking our expansion strategy to the next level and reinforcing our clients and partners ecosystem in China. We can address fast-evolving market needs with our powerful technology, trusted by airlines such as Qatar Airways or Air France”, explains Tarek El Mitwalli, Display Interactive’ CEO.

Concurrently with this market ambition the French-headquartered company has based its 2019 product strategy upon a roadmap focused on features that go beyond infotainment, and cover a complete range of onboard services designed to unlock new profitable business models for airlines. “Digitalization in the aviation sector in China is opening new horizons in regard of optimizing operations, enabling cost-efficiency and exploring new business opportunities”, says El Mitwalli; “but Chinese carriers are very practical and need to see a clear ROI out of their digital investments. On the top of that, China as a market is moving incredibly fast, with deep changes from one month to another. An in-flight entertainment & services solution such as UGO, our BYOD, needs to be agile and easy to deploy, so airlines can rapidly expand their digital strategies onboard. It is unconceivable for them that system technical limitations could impact the strategy. It is indeed the product that needs to adapt. Unlike the few traditional solutions available on the Chinese market, our technology is flexible by design and ready to welcome new concepts and partners integrations in a record time. This is one of the main reasons why we decided to expand on the Chinese market, because we are convinced that this specificity makes it a premium choice for Chinese carriers”.

As part of the business accelerator program, Display Interactive will conduct strategic meetings in China during the next months, as the IFE & Services company will evaluate new alliances and opportunities on site.

About Display Interactive

Display Interactive is a +10 years of experience corporation that leveraged long-standing relationships with major airlines to apply expertise and skills to the in-flight entertainment (IFE) sector, starting in 2013.

After years of successful IFE product developments, the company multiplied its resources in 2018 in order to deliver a best-in-class connected solution that goes beyond entertainment, covering a 360° onboard services scope designed to empower profitable airlines’ business models while making ultimate end-users flight more enjoyable. In this direction, the brand’s technology, named UGO, proposes to airlines a complete catalogue

of entertainment and information, as well as a large range of services: retail, connectivity, advertising, cabin management, flight reports and big data.

Display Interactive flexible and scalable technology is trusted by well-known air carriers such as Qatar Airways, Air France and Corsair, among others.

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