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25 Million Digital Newspapers & Magazines Accessed by Passengers via Adaptive's ACES IFE Solution

Paris, France – August 30, 2019 – Adaptive, developer of ACES - a sophisticated mobile inflight entertainment (IFE) and digital press solution that is used by leading global airlines, including Singapore Airlines, SAS, TAP Portugal among others - is proud to announce a huge milestone in the company's history: **20+ airlines and airport lounges are now using ACES to provide their passengers with access to digital press, with passengers downloading/streaming more than 25 million copies of digital newspapers and magazines since the company's launch in 2012.**

In recent years, many airlines (of all sizes and types) are recognizing the tremendous value of using their inflight entertainment system to provide their passengers access to digital copies of newspapers and magazines onboard (rather than hard-copies).

There are many reasons that offering digital press has become so popular industry-wide:

- For airlines and airport lounges, digital press offers many important benefits (when compared to traditional hard-copy press):
 - Significant cost savings, due to both fuel usage and transporting/disposing of the hard-copy content and cleaning of the aircraft.
 - Decreased CO₂ emissions and reduced carbon footprint, resulting in an overall decrease in the airline's environmental impact.
 - A significantly improved passenger satisfaction rating.
- For consumers, digital press offers:
 - Access to a wider variety of digital newspapers and magazines from around the globe, in multiple languages.
 - Immediate access to new digital content as soon as new issues are released.
 - The ability to access all of the IFE content at the gate, while waiting to board, a time when many passengers don't have any access to entertainment; in addition, if a passenger, using ACES, doesn't finish their newspaper/magazine during their flight, they are able to finish reading it once they land in their destination, on their personal device.

"We created ACES because we had identified a need in the industry for a better way to deliver newspapers and magazines to passengers inflight," said Laurent Safar, CEO of Adaptive. "We knew much impact going digital would have for airlines and their passengers – and the 20+ airline and airport lounge clients using ACES have already experienced this positive impact firsthand."

David Fairand, COO of Adaptive added: "By adopting digital press, airlines are able to differentiate their IFE offering, boost PaxEx and decrease their carbon footprint. It's a win/win situation for both airlines and the world as a whole."

To learn more about Adaptive, the ACES solution, or to arrange an interview to discuss the company's recent milestones further, please contact Jennifer Nagy at jenn@jlnpr.com or +1.786.420.1160.

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About Adaptive

Adaptive provides global airlines with a sophisticated mobile inflight entertainment (IFE) solution called ACES, which delivers curated content in multiple languages, encompassing diverse, globally-relevant media, along the entire customer journey - before, during and after the flight. ACES was designed to function either as a standalone IFE solution or a complement to a seatback or wireless IFE solution, for all types and sizes of airlines and for all types of routes (including short and medium haul, as well as regional routes). The solution offers airline passengers maximum flexibility and a large library of content (including digital media, such as newspapers and magazines), all of which can be viewed on the passenger's own mobile device or on devices provided by the airline via an app or web portal. The solution can also be used to provide entertainment to guests in airport lounges or by other transportation companies looking for a flexible, cost-effective entertainment solution for their passengers.

Current airline clients include Singapore Airlines, SAS, TAP Portugal among others. ADAPTIVE's mobile IFE technology is also currently used in airport lounges across Europe and by other transportation providers around the world. Headquartered in Toulouse, France, more information can be found at adaptive-channel.com or by email at contact@adaptive-channel.com.