

## **Gogo Launches Next Generation In-Air Connectivity Technology - ATG-4**

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### **New Technology Expected to Significantly Improve Capacity to the Plane**

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ITASCA, Ill., Nov. 16, 2012 /PRNewswire/ -- Gogo, a leader of [in-flight connectivity](#) and a pioneer in wireless in-flight digital entertainment solutions, announced today that it has launched its next generation connectivity technology – ATG-4 – on three airlines: Delta Air Lines, US Airways and Virgin America. The service is expected to increase capacity to the plane, which will allow more passengers to access the Internet with a more consistent browsing experience.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58935-gogo-launches-atg-4-next-generation-in-air-connectivity-technology>

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Currently, Gogo has installed the service on more than 25 domestic aircraft. Virgin America was the first airline to install the new technology and currently plans to roll out the service on more aircraft in the months ahead. In addition to Delta Airlines, US Airways and Virgin America, Gogo is expected to launch ATG-4 service on American Airlines and United's p.s. fleet in 2013.

Gogo's ATG-4 technology is capable of delivering a peak speed of 9.8 Mbps, triple the peak speed of 3.1 Mbps enabled by the previous air-to-ground network. The new technology includes three industry-leading innovations: the addition of directional antennas and dual modems on each aircraft and the deployment of EV-DO Rev. B technology on Gogo's airborne and ground networks.

"This significant step in Gogo's technology roadmap allows us to better address the demand for in-air connectivity services," said Michael Small, Gogo's president and chief executive officer. "We continue to find ways to implement new technologies that bring more bandwidth to the aero market."

Gogo expects to roll out ATG-4 at a rapid pace, with hundreds of aircraft installations planned before the end of 2013. Aircraft installations of the new technology will typically take place overnight and will require the installation of two antennas, one on each side of the aircraft, installation of a second modem and a software upgrade. Gogo's more than 150 land based cellular towers have already been modified for the new technology.

"We know we have a devoted core of customers who depend on our service and who choose flights based on its availability. We are dedicated to providing a consistent, high quality service they can depend on now and in the future," added Small. "ATG-4 planes will have improved that service today – especially on transcontinental routes. At Gogo, we are committed to bringing better communications technology to passengers at 30,000 feet."

### **About Gogo**

Gogo is fast becoming everyone's favorite part of flying. By allowing travelers to get online, in air, Gogo keeps them connected to life. Using the Gogo exclusive network and services, passengers with laptops and other Wi-Fi enabled devices can get online on more than 1,600 commercial aircraft including all domestic mainline Delta Air Lines and nearly all of Delta's regional jets; all AirTran Airways and Virgin America flights; and select Air Canada, Alaska Airlines, American Airlines, Frontier Airlines, United Airlines, and US Airways flights.

Back on the ground, Gogo's 500+ employees in Itasca, IL, Broomfield, CO and London are working to continually redefine flying as a productive, socially connected, and all-around more satisfying experience. Connect with us at [www.gogoair.com](http://www.gogoair.com), on

Facebook at [www.facebook.com/gogo](http://www.facebook.com/gogo) and on Twitter at [www.twitter.com/gogo](http://www.twitter.com/gogo).

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