



Gogo Helps Launch "Delta Studio" with Delta Air Lines

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Custom Wireless In-Flight Entertainment Product Leverages Gogo Vision Platform to Offer Unique In-Flight Entertainment Experiences to Delta Passengers

ITASCA, Ill., July 28, 2014 /PRNewswire/ -- Gogo (NASDAQ: GOGO), a leading global aero communications service provider, announced today that it has launched a first of its kind wireless in-flight entertainment experience with Delta Air Lines called "Delta Studio."



The new wireless in-flight entertainment product will offer passengers a variety of television shows and movies that will be streamed wirelessly to passengers' own Wi-Fi enabled devices. Passengers sitting in premium seats will be able to access all of the content free of charge, while economy customers will have access to most titles for free.

"This type of integrated experience is a game changer for Delta and sets their entertainment offering apart from competitors," said Ash ElDifrawi, Gogo's chief commercial officer. "In addition, Delta Studio marks an important shift in how Gogo builds and delivers its products. Our goal is to provide the underlying technologies that enable our airline partners to create customized experiences for their customers."

To access the content, a passenger can simply launch the browser on their laptop, Android or Apple tablet, or iPhone device and they will automatically be directed to Delta Studio. Gogo's seat selection technology integrates with Delta's flight records through an API that will serve up the appropriate content when a passenger enters their name and seat number.

"This technology ushers in a new era of customer relationship management in the air that will allow Gogo to help airlines target content, products and services at the seat level while in flight," added ElDifrawi.

Delta Studio is available on all Gogo equipped Delta flights that operate domestically. The Gogo Vision product is now installed on more than 1500 aircraft across four U.S. airlines.

About Gogo

Gogo is a leading global aero communications service provider. Using Gogo's exclusive products and services, passengers with Wi-Fi enabled devices can get online on more than 2,000 Gogo equipped commercial aircraft. In-flight connectivity partners include Aeromexico, American Airlines, Air Canada, AirTran Airways, Alaska Airlines, Delta Air Lines, Japan Airlines, United Airlines, US Airways and Virgin America. In-flight entertainment partners include Aeromexico, American Airlines, Delta Air Lines, Japan Airlines, Scoot and US Airways. In addition to its commercial airline business, Gogo has more than 6,200 business aircraft outfitted with its communications services.

Back on the ground, Gogo's 700+ employees in Itasca, IL, Broomfield, CO and various locations overseas are working to continually redefine flying as a productive, socially connected, and all-around more satisfying experience. Connect with Gogo at www.gogoair.com, on Facebook at www.facebook.com/gogo and on Twitter at www.twitter.com/gogo.

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