



## Gogo Publishes First Aviation Book on IoT: "From the Ground Up: How the Internet of Things will Give Rise to Connected Aviation"

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**Book Provides a Critical Look at How IoT will Impact Aviation with Insights from Leaders across Industries**

HAMBURG, Germany, April 7, 2016 /PRNewswire/ -- Gogo (NASDAQ: GOGO), the global leader in providing broadband connectivity solutions and wireless entertainment to the aviation industry, announced today that it has published "From the Ground Up: How the Internet of Things will Give Rise to Connected Aviation."



The book was created to spark an industry wide conversation about how the Internet of Things will reshape aviation. It gathers insights from more than 30 of the foremost leaders in aviation and technology including leaders from Air Canada, Accenture, Cisco, GE, NetJets, Zubie, Motorola, Here, and more.

"While the realization of the concept of the connected aircraft may seem to be in the distant future, it's actually happening today. The adaption by the industry and the evolution from connected aircraft to true connected aviation is inevitable," said Ash EIDifrawi, Gogo's chief commercial officer. "By working with the contributors of this book, we are able to evaluate the current state of the industry and the potential roadblocks along the way. We've concluded that in the next five to 10 years, nearly every facet of the air travel experience will be touched by the connected systems of connected aviation."

The book explains how the Internet of Things applies to aviation, how technologies have evolved and how the value proposition is being built for airlines and other companies in the value chain. It also discusses factors like data privacy and cyber security that will inevitably have an impact on the evolution of connected aviation.

"As the leader in this space, it was important for us to collaborate with others in the industry, as well as broadening the scope to include IoT leaders who don't necessarily fall into aviation," added EIDifrawi. "Our hope is to have compiled a more defined and unbiased picture of how IoT will ultimately shape the industry and drive it forward and what it takes to get there."

The book is available electronically free of charge or hardbound format (shipments will begin by the end of April) at [www.riseofconnectedaviation.com](http://www.riseofconnectedaviation.com).

### **About Gogo**

With more than two decades of experience, Gogo is the leader in in-flight connectivity and wireless entertainment services for commercial and business fleets around the world. Gogo connects aircraft, providing its aviation partners with the world's most powerful network and platform to help optimize their operations. Gogo's superior technologies, best-in-class service, and global reach help planes fly smarter, our aviation partners perform better, and their passengers travel happier.

Today, Gogo has partnerships with 14 commercial airlines and is installed on more than 2,500 commercial aircraft. More than 6,800 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer. Gogo has more than 1,000 employees and is headquartered in Chicago, IL, with additional facilities in Broomfield, CO, and various locations overseas. Connect with us at [www.gogoair.com](http://www.gogoair.com) and

[business.gogoair.com](http://business.gogoair.com)

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