



## EL AL Launches New In-flight Wi-Fi System, Powered by Viasat

July 12, 2018

CARLSBAD, Calif. and TEL AVIV, July 12, 2018 /PRNewswire/ -- EL AL Israel Airlines announced it officially launched its new fast, reliable commercial in-flight Wi-Fi service, powered by global communications company, [Viasat](#) (NASDAQ: VSAT).

EL AL was Viasat's European launch customer. Since first announcing their relationship, both companies undertook broad market studies focused on in-flight Wi-Fi passenger demand, engagement and service offerings, including a customer beta phase to determine internet package types. EL AL also began to re-energize its fleet taking on new Boeing 787 Dreamliners—a recent addition to Viasat's certified platforms.

As of today, 15 EL AL aircraft have been outfitted with Viasat's latest equipment, providing high-speed connectivity to EL AL's mix of Boeing 787 Dreamliners, Boeing 737-900 aircraft and Boeing 737-800 planes. By mid-2020, EL AL expects to have the majority of its fleet connected with the Viasat service.

### First high-speed Wi-Fi flight

Earlier this week, EL AL held its "inaugural high-speed Wi-Fi service flight," which flew from Tel Aviv to Paris on one of its new Dreamliner aircraft. There were 128 devices connected—many that were streaming movies, videos, music and even the World Cup semifinal. More than half of the passengers were filming and streaming videos—some via Facebook Live, while others were capturing and uploading videos and pictures of their journey, which they posted to multiple social media sites from Facebook and Instagram to Twitter.

"Israeli passengers want to keep up-to-date and connected in real-time even when in the air," said Nimrod Borovitz, director, Strategy and Business Development at EL AL Israel Airlines. "We invested in the most advanced in-flight Wi-Fi product from Viasat so that we could best respond to our customers' interests, from surfing sites, connecting to emails, using apps, viewing social-media networks, listening to music and streaming movies and live sports during flights. EL AL chose Viasat's in-flight Wi-Fi system because they had the most advanced product."

Viasat is recognized as one of the world leaders in satellite communications and a leading in-flight service provider. The Company's in-flight Wi-Fi system will offer passengers the highest-speed Ka-band connection, which gives EL AL passengers the ability to stream more internet content—faster, as well as keep flight crews connected for enhanced passenger service. When flying on TransAtlantic routes, the system will connect to the ViaSat-2 satellite, which has the most Ka-band capacity over the Atlantic Ocean, giving passengers a high performing internet connection from across North America and the Atlantic Ocean to Europe. Specific to European flights, the Viasat service will connect to the KA-SAT satellite through its European joint venture with Eutelsat, which offers more capacity over Europe than any other communications satellite.

"EL AL's high-speed connected fleet continues to raise the bar in passenger engagement, pilot and crew service quality and airline technology innovation," said Don Buchman, vice president and general manager, Commercial Aviation at Viasat. "Our in-flight internet service gives EL AL passengers an enriched flight experience—with access to online capabilities that matter most to them—just about anywhere EL AL flies."

### Service packages

EL AL will offer three internet service packages:

- **Basic:** Passengers can use their smartphones and tablets for instant messaging applications such as WhatsApp, to access email and browse EL AL's free sites. The package is free during the launch period.
- **Social:** This package builds on the Basic plan, letting passengers use their smartphones and tablets to access instant messaging applications, email, free site browsing and for viewing short videos of up to three minutes. This package cost per passenger per flight is \$9.99, with discounted rates for Matmid Frequent Flyers and FLYCARD holders.
- **Business:** This premium plan lets passengers use their smartphones, tablets and laptops for instant messaging, email and free site browsing. Unlike the other plans, users of the Business package gain additional connectivity capabilities, including streaming movies, music and more as well as VPN access. Package cost per passenger per flight is \$19.99, also with discounted rates for Matmid Frequent Flyers and FLYCARD holders.

During the introductory trial period for international flights from Europe to North America, EL AL will offer the service free of charge until the fourth quarter of 2018.

### About EL AL Israel Airlines

EL AL Israel Airlines, Israel's national airline, established in 1948 alongside the State of Israel, offers more non-stop flights than any other airline to/from Israel. EL AL flies to over 50 destinations, and operates flights both domestically and internationally. EL AL embodies Israel's values of innovation and caring and is known for its genuine Israeli hospitality. In 2017, EL AL commenced to receive the 16 Boeing 787 Dreamliners, renewing its fleet of aircraft. For more information, visit: [www.elal.com](http://www.elal.com).

### About Viasat

Viasat is a global communications company that believes everyone and everything in the world can be connected. For more than 30 years, Viasat has helped shape how consumers, businesses, governments and militaries around the world communicate. Today, the Company is developing the ultimate global communications network to power high-quality, secure, affordable, fast connections to impact people's lives anywhere they are—on the ground, in the air or at sea. To learn more about Viasat, visit: [www.viasat.com](http://www.viasat.com), go to [Viasat's Corporate Blog](#), or follow the Company on social media at: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) or [YouTube](#).

### Forward-Looking Statements

This press release contains forward-looking statements that are subject to the safe harbors created under the Securities Act of 1933 and the Securities

Exchange Act of 1934. Forward-looking statements include among others, statements that refer to the timing of connecting additional EL AL aircraft to Viasat service, the service packages and pricing offered by EL AL, the capabilities of the Viasat in-flight internet equipment and the satellites used to provide the service. Readers are cautioned that actual results could differ materially from those expressed in any forward-looking statements. Factors that could cause actual results to differ include: contractual problems; product defects; manufacturing issues or delays; regulatory issues; technologies not being developed according to anticipated schedules, or that do not perform according to expectations; increased competition; the ability to realize the anticipated benefits of the Viasat satellite systems in the US, or of its joint venture satellite in Europe; and other factors affecting the aviation sector generally. In addition, please refer to the risk factors contained in Viasat's SEC filings available at [www.sec.gov](http://www.sec.gov), including Viasat's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Readers are cautioned not to place undue reliance on any forward-looking statements, which speak only as of the date on which they are made. Viasat undertakes no obligation to update or revise any forward-looking statements for any reason.

Copyright © 2018 Viasat, Inc. All rights reserved. All other product or company names mentioned are used for identification purposes only and may be trademarks of their respective owners. Viasat is a registered trademark of Viasat, Inc.

 View original content: <http://www.prnewswire.com/news-releases/el-al-launches-new-in-flight-wi-fi-system-powered-by-viasat-300679127.html>

SOURCE Viasat, Inc.

Chris Phillips, Public Relations, Viasat, +1 760-476-2322, [chris.phillips@viasat.com](mailto:chris.phillips@viasat.com), OR June Harrison, Investor Relations, +1 760-476-2633, [IR@viasat.com](mailto:IR@viasat.com)