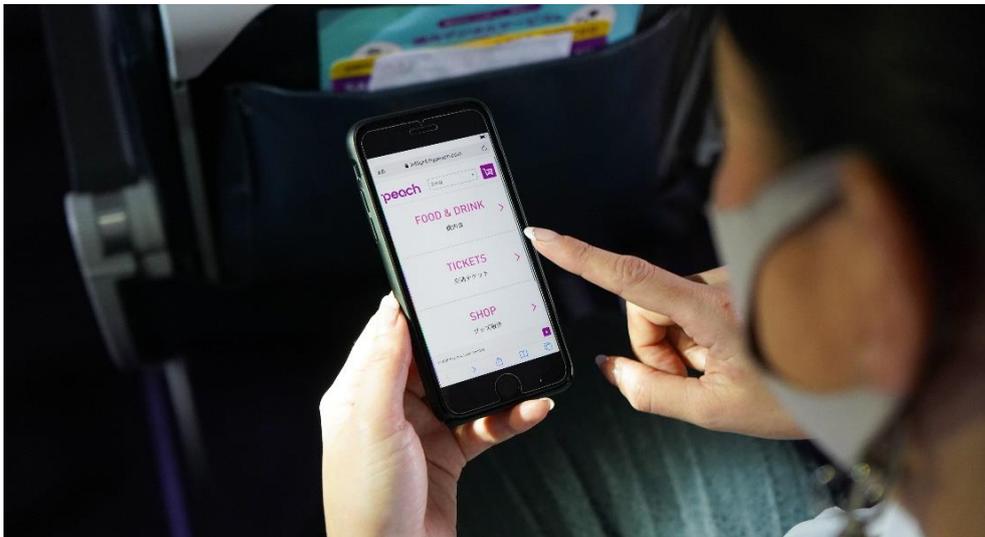


Launch of Digital Inflight Service Drawing on Cross-Industrial Strength

- Developed unique onboard payment technology and applied for patent -

- Began full-fledged operation on March 9 (Tuesday)
- Enables browsing of videos and flight map
- Developed inflight server made in Japan



Using in-flight digital service on a smartphone

Peach Aviation Limited (hereafter, “Peach”; Representative Director and CEO: Takeaki Mori), Asahi Television Broadcasting Corporation (hereafter, “ABC”; Representative Director and President: Shinya Yamamoto) and TEAC Corporation (hereafter, “TEAC”; President and CEO: Yuji Hanabusa) have jointly developed “digital in-flight service” that provides in-flight video on demand and flight maps and enables self-ordering for in-flight sales, with the service launching today - March 9 (Tuesday).^{*1}

This service enables popular video content, including dramas, variety programs, and animations that everyone can enjoy via their own smartphone or tablet device while onboard, coupled with enriched content for passengers to peruse during any spare time on the flight, such as flight maps showing the aircraft’s current airborne location. Peach and ABC will also produce content that transcends industry boundaries, such as original videos, to convey the various charms of the flight destinations from both the airline’s and television broadcaster’s perspectives. Please look forward to it.

In addition, Peach and TEAC have developed and introduced high quality in-flight servers manufactured in Japan to fully utilize both the airline’s and the audio equipment manufacturer’s know-how to provide this digital in-flight service. One of this server’s characteristics is enabling payment even while offline without using an internet line connection via satellite thanks to the proprietary unique technology. This not only ensures security, but also significantly cuts costs, since this inflight server does not require internet connection via satellite. Peach has also applied for a patent (Japanese Unexamined Patent Application No. 2020-181534) for this payment technology. Peach also introduced a self-ordering service that enables the checking and ordering of products and payment for in-flight sales via the passengers’ own smart device by themselves without needing to call a cabin attendant crew while onboard. Thus, a genuinely “contactless in-flight service” has been created, enabling our passengers to casually purchase in-flight sales products anytime during the flight.

These three companies – namely Peach, ABC and TEAC – will continue to expand the variety of measures and services offered to improve passenger convenience and comfort without being constructed by existing frameworks.

*1 Full-scale launch on March 9 (Tuesday) following successful trial period.

< Digital inflight service (List of services offered) >

- Video content
- Flight map
- PEACH LIVE WEB (service will launch soon)
- Self-ordering service for inflight sales products

Please check the below link for details.

https://www.flypeach.com/en/im/ai/inflights/inflight_digital_service

< About patent application >

Japanese Unexamined Patent Application No.: 2020-181534

Title of invention: Payment method, program, information processing system and payment system

Publication date: Nov.5 2020



In-flight server on board

About Peach (www.flypeach.com)

Peach began operating out of Kansai Airport in March 2012. From seven base airports, New - Chitose, Sendai, Narita, Kansai, Fukuoka, Naha and Chubu Airport, we operate 32 domestic and 17 international flights with 36 aircraft.

About ABC (<https://corp.asahi.co.jp/en/>)

Kansai-based TV station producing national TV network programs, such as “M-1 Grand Prix,” “Nettoh Koshien,” “Geino-jin kakuzuke check (Entertainment personalities ranking check),” and “Potsun to ikken-ya (An Isolated House);” attractive local programs, such as “Ohayo Asahi-desu,” and funny and impressive programs, such as “Aiseki shokudo (Sharing a restaurant table), and “Tantei (Detective)! Night scoop.”

About TEAC (<https://teac-in-flight.com/>)

TEAC has provided audiovisual equipment specifically for aircraft for many years based on the “recording and playback” technologies it has accumulated since its foundation. Its portable streaming server, PortaStream™ has been available since 2018. We aim to make inflight digital distribution services more convenient.