



CASE STUDY: Avi IT

Solution: viliv X70



When aviation technology specialist Avi IT needed hundreds of reliable tablets for an in-flight entertainment system, it knew Tegatech wouldn't leave it up in the air.

Sophisticated in-flight entertainment systems have become a valuable asset as airlines look for a competitive edge in a tough market. Designed to let passengers enjoy new release movies and games on a secure handheld device, Avi IT's Bluebox system has been deployed by airlines across Europe including Air Astana, Jet2.com, airBaltic, Air EL AL, bmi and Iceland Express. Such airlines have taken to providing the tablets to business class passengers as an enhanced offering, as well as renting them to economy passengers as a revenue generator.

Working in conjunction with content provider Phantom Media, UK-based Avi IT developed the Bluebox platform running on Tegatech's Viliv X70 Windows tablets, says Avi IT chief executive David Brown.

"Thanks to encryption and other security measures we've taken on our platform, we

can offer first-run content from the studios - basically movies that are still playing in the cinemas," Brown says.

"Our approach to the Bluebox architecture has always been on the Windows platform - it allows us to offer more powerful devices than just a media player. We also get superior video quality."

"The Viliv X70's rugged construction is obviously a benefit. The tablets are used by several passengers every day, so they're going to face some rough and tumble. We've deployed more than 600 of these devices across the world, so we obviously need to know we can rely on them."

Along with the tablets, Avi IT supplies the infrastructure for loading content and charging the batteries. While flight attendants currently hand out the tablets to passengers, Avi IT is working closely with aircraft manufacturers to integrate these systems tightly into the planes and fit the tablets into seats.

"We have developed a housing for mounting

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the tablets on seats during flight and we're working towards the certification required to install them permanently in seats," Brown says. "The objective is to target the retro-fit market, saving airlines a lot of money while putting a Bluebox in every seat."

Having deployed hundreds of tablets across the world, Brown says that Tegatech's expertise in the tablet field has helped Avi IT make the right decisions and stay on top of the technology.

"Tegatech has very good market awareness at the factory level, so it knows what is around the corner. That is Tegatech's specialty and we have been able to tap into that expertise, which has helped us get the right products out in the market," Brown says.

"Tegatech delivers when it says it will deliver. Support has been excellent even though we're half way across the world in Europe and our customers are crisscrossing the globe. We know we can rely on Tegatech".

Please find more details on viliv X70 via <http://www.tegatech.com.au/viliv/X70/>.



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About Tegatech Australia

Tegatech Australia is an Australian Distributor of Tablet PCs and Ultra Mobile PCs (UMPCs). Its partnerships with TabletKiosk in the United States, Yukyung Technologies Coporations Korea, Samsung Australia, ASUS Australia and other suppliers makes it possible for Tegatech to sell you this great range of devices from one location.

Our expertise lies in our ability to globally source the most innovative products available on the market; we are passionate about Mobile Computing and proud ourselves in providing a close and intimate level of customer service - an experience which will ensure that your business grows with our support.

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