

Mezzoglobal and Samsung revolutionize in-flight entertainment for the airline industry

Mezzoglobal uses Samsung tablets and KNOX Customization to create streamlined, premium travel experience



Business Issue

In-flight entertainment is a key differentiator in air travel. For a newly launched airline focused on business-class service, the ability to provide premium entertainment options on its long trans-Atlantic flights is especially critical. Any in-flight entertainment (IFE) solution has to comply with regulatory restrictions and Hollywood copyright laws. The airline wanted to upgrade its IFE system while avoiding any modification to seating that would involve a lengthy approval process with the Federal Aviation Administration (FAA).

Solution

Creating a custom tablet was the only path to meet these strict requirements. Using Samsung Tab PRO and Samsung KNOX Customization, Mezzoglobal was able to deliver a perfectly tailored solution. The Tab PRO devices offered high-resolution displays, ideal for business-class customers to view premium media content. The slim design made it possible to equip existing seatbacks with minimal modification, satisfying FAA requirements. By using KNOX Customization to restrict usage of the device features, Mezzoglobal was also able to prevent improper use of content and gain full control of the tablet, ensuring compliance with copyright regulations.

Results

By replacing the existing legacy in-flight entertainment systems with a new streamlined tablet solution, Mezzoglobal could reduce the weight of each seat by 2-4 kg, saving the airline tens of millions of dollars per plane in fuel costs annually. The Mezzoglobal solution on Samsung Tab PRO also gets Hollywood's stamp of approval for security, which allows airlines to show "early-window" content such as movies not yet out on DVD. Customers can securely enjoy viewing a wide array of premium entertainment content on a stunning, high-resolution screen.

The tablets offer premium media content and a “moving map” to keep passengers informed of location and time to destination.

Solution

When a business-class airline asked Mezzoglobal to replace a legacy in-flight entertainment (IFE) system built into aircraft seatbacks, they crafted a new solution with slim, high-resolution Samsung Tab PRO 10.1 and Tab PRO 12.2 devices.

Using the Mezzoglobal Onboard Entertainment Application, the tablets offer premium media content and a “moving map” to keep passengers informed of location and time to destination. The tablets are pre-loaded with early release movies, TV programs, games, music, books, and magazines to entertain passengers during 8 to 9 hour trans-Atlantic flights.

KNOX Customization enabled the team to customize the charging voltage, remap hardware keys to fit airplane needs, and disable the external speakers that might distract other passengers during flight. Using the kiosk mode of KNOX Customization, Mezzoglobal locked its IFE application onto the tablets and turned them into dedicated entertainment devices. Mezzoglobal also removed the notification bar and all system notifications to deliver a seamless viewing experience.

Samsung KNOX Customization

KNOX Customization offers powerful configuration options for mobile solutions. This is invaluable for businesses in the travel industry seeking to provide unique experiences for passengers—while also maintaining security and management capabilities.

Kiosk mode configuration allows airlines and others to extend device behavior controls to a wider range of functions. You can create devices that fulfill specific tasks, restricting or removing unnecessary features.

Connectivity configuration lets airlines access enhanced connectivity modes for Bluetooth, Wi-Fi, and USB.

Programmatic control lets airlines show or hide individual elements of the status bar, notifications, back key, and home key.

Samsung Tab PRO 10.1-in. and 12.2-in.

The Samsung Tab PRO is a great fit for the travel industry. The streamlined form factor makes it an ideal solution for on-the-go entertainment.

2560 x 1600 (WQXGA) resolution provides a stunning viewing experience.

Slim, lightweight body—254g (10.1-in.) and 737g (12.2-in.).

Multi Window allows airline passengers to open separate pages simultaneously, instead of switching between functions.



Customer Challenge

Airlines need to meet strict requirements for in-flight entertainment systems, in terms of hardware and software. The solution needed tablets that would deliver these results.

- Enable superior user experience for business-class passengers paying a premium over flying on economy airlines.
- Provide compliance with FAA regulations and media copyright laws.
- Deliver significant cost savings over the current hardwired solution.

“The Samsung GALAXY Tab PRO is perfect for airlines, especially for those valuable business and first-class passengers, and we’re already supplying it with our in-flight entertainment app to one airline. With its enhanced screen resolution, it delivers the best entertainment experience I’ve yet seen from a mobile device. It makes reading magazines, books, and newspapers much easier and more comfortable, and gives truly remarkable movie and TV viewing.”

— Dave Sampson,
CEO, Mezzoglobal

Built on Tab PRO devices and using KNOX Customization, the solution provides a unique user experience and meets compliance and cost control requirements.

Benefits

The Mezzoglobal in-flight entertainment solution, built on Samsung devices and KNOX Customization capabilities, delivers clear value differentiation in a competitive industry.

Superior user experience

With GALAXY Tab PRO devices, passengers gain a premium entertainment experience. The four million pixel display provides stunning visuals. Also, unlike the airline's legacy hardwired solution, a tablet can be easily swapped to correct problems. Tablets also can be updated or replaced every 18 to 24 months to incorporate the latest technology advancements.

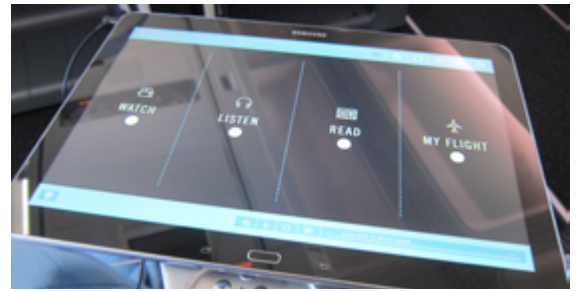
Compliance with industry regulations

The slim tablet-based solution—Tab PRO devices are less than 8 mm thick—worked with the existing seat configuration. The airline would otherwise have had to gain FAA approval for seating modifications, a process that could take up to seven years.

KNOX Customization also allowed Mezzoglobal to modify the underlying Android operating system to protect copyrighted media content. To prevent content piracy, the Mezzoglobal solution suppresses notifications and disables the communication ports when a passenger connects a USB device. As a result, the solution earned recognition as approved for security by the Hollywood studios.

Daily cost savings

The new tablet solution weighs 300 grams, compared to the airline's previous IFE system, which weighed between 2-4 kg. The resulting weight reduction represents tens of millions of dollars in annual fuel cost savings per plane, which the airline can pass on to passengers.



About Mezzoglobal

Mezzoglobal was founded in 2004. The company has its roots in the travel industry, where for many years it has helped to give air, marine, rail, and land passengers a better travel experience, while also helping travel operators to profit from these services. Along with travel applications, Mezzoglobal now also specializes in the creation and development of enterprise tablet solutions, including the development and integration of software, custom tablet design, and integrating with peripherals. Every solution is tailored to meet exact business process requirements of each customer. For more information, visit: mezzoglobal.com

“Security is critical for business deployment of mobile devices. Mezzoglobal started working with Samsung nearly three years ago and now we are using KNOX Customization in apps when data needs the highest security. Mezzoglobal's app protects the latest Hollywood movies for showing on mobile devices used on commercial airlines. KNOX Customization is a key pillar of our secure platform, preventing unauthorized access and media piracy.”

— Dave Sampson,
CEO, Mezzoglobal

Airplane interior and product images courtesy of Ben Schlappig, onemileatatime.net

Legal and additional information

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US \$216.7 billion. To discover more, please visit www.samsung.com.

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