

## **Airmont and West Entertainment Revolutionize Maritime Global TV Viewing with Innovative Partnership**

**Paris, 1st September 2023** – Airmont, a pioneering technology solutions provider, is thrilled to announce its game-changing partnership with West Entertainment, a leading media and entertainment company. Together, they are set to revolutionize the way passengers experience television entertainment on cruises and other vessels. This groundbreaking collaboration introduces an innovative Internet Bandwidth Optimization Solution, ensuring uninterrupted global TV viewing, even when the vehicle is no longer under satellite coverage.

In today's digitally connected world, passengers on planes, cruises, and various transportation modes crave uninterrupted access to their favorite live TV channels. However, satellite coverage gaps often lead to frustrating disruptions in the viewing experience. The joint effort between Airmont and West Entertainment is aimed at overcoming this challenge by optimizing internet bandwidth during these satellite coverage gaps, empowering passengers to continue enjoying their preferred live channels seamlessly.

The Internet Bandwidth Optimization Solution utilizes cutting-edge technology to intelligently manage data transmission during periods when the vehicle moves beyond satellite coverage. By dynamically adjusting bandwidth allocation, the system ensures a smooth and uninterrupted TV viewing experience for passengers. This innovative approach sets a new standard for on-board entertainment, offering travelers unparalleled access to live TV content regardless of their location.

According to Jean-François Gault, Executive Chairman of Airmont, "Up to now, Live TV when travelling resulted in limited access to desirable content away from home. At Airmont, we are delighted to see that West Entertainment shares our vision to offer premium live TV programs everywhere, in an affordable and reliable manner, over existing mobile satellite internet connections. We believe that this will greatly improve the entertainment experience for passengers."

In addition to their expertise in technology solutions, Airmont brings an impressive worldwide bouquet of diverse TV channels in different languages and genres such as news, sports, kids content, and more. This extensive content offering is an integral part of the wider strategy behind the partnership with West Entertainment, enhancing the Internet Bandwidth Optimization Solution's appeal and enriching the passenger experience. By combining Airmont's vast selection of TV channels with West Entertainment's commitment to innovative entertainment solutions, the partnership aims to create a truly exceptional on-board entertainment experience for travelers globally.

"The partnership between West Entertainment and Airmont brings significant advantages to cruise companies. By providing uninterrupted global TV viewing options, these service providers can elevate the overall passenger experience, enhancing customer satisfaction and loyalty", states Rick Warren, West Entertainment's Managing Partner and CEO. The seamless entertainment experience will be a powerful differentiator for companies seeking to stay competitive in a rapidly evolving industry.

Airmont and West Entertainment's collaboration represents a leap forward in entertainment technology, demonstrating their commitment to innovation and customer-centric solutions. By

addressing a common pain point for travelers, the Internet Bandwidth Optimization Solution is poised to reshape the landscape of on-board entertainment.

#### **About Airmont**

Airmont is a service provider company with the mission to enable live tv and streaming in an affordable and reliable manner while travelling in air, at sea and on land. Airmont achieves this with clearing content right beyond their usual application and developing a software platform that optimizes passenger streaming over mobile satellite internet and cellular.

# AIRMONT

HIGHLY CONNECTED

#### **About West Entertainment**

West Entertainment is an emerging airline IFE Content Service Provider (CSP) offering an end-to-end solution to its airline customers, from content curation and licensing to metadata, and video lab services.

