

entertainment solutions



The best
portable solutions
for the
travel industry.

ims

ENTERTAINMENT

Who is IMS?

Since its founding in 1996, The IMS Company has provided systems and software solutions for a variety of customers and has become the service provider of choice in two specialized areas.

The IMS Entertainment group provides entertainment and communications solutions to our partners in the air and ground transportation industries with portable entertainment, wireless communications and content management services.

The IMS Engineering group provides significant experience in the systems and technologies surrounding the military, defense, avionics, in-flight entertainment, guidance navigation and control, wireless, distributed communication and networking sectors.

IMS was named the 14th fastest-growing privately held company in technology-heavy Orange County, California in 2008 by the *Orange County Business Journal*.



Portable Entertainment Solutions

Our high-resolution players are the most versatile PMP utilizing best-of-class consumer technologies and packed with functionality.

Our strategy of leveraging consumer technologies enables us to offer competitive pricing while also investing appropriately in the other components of the supply chain. While offering significant cost savings over traditional in-seat IFE systems, portable solutions do not compromise on the entertainment experience.

Passengers can enjoy a full audio and video on demand environment with access to Early Window Hollywood movies, audio CDs, multiple genres of video games, music videos, news that is updated multiple times daily, and much more.

Portable solutions can be implemented rapidly and without taking aircraft out of revenue service for extended periods of time for installation. Additionally, by going to a handheld unit, the weight penalty of wiring – and its additional fuel requirements – is eliminated.





Markets

IMS has been providing portable entertainment solutions to the commercial and business aviation industries since 2005.

Since then, the scope of our business has expanded to the general transportation industry, including the car rental and rail markets.

Other applications in which we are currently invested are the hospitality markets, including hotels and hospitals.

Semi-embedded Solutions

IMS is working with leading airlines to integrate its mobile platforms into aircraft seats, creating a solution that offers all the affordability and flexibility benefits of the portable with all the design and passenger convenience factors of more traditional embedded IFE systems.

Our devices work easily with today's laptop power solutions, and can accommodate either seat-arm, seatback or the innovative passenger entertainment center implementation. All semi-embedded solutions retain the portable entertainment device categorization for installation.



Service Recovery

Airlines are consistently under pressure from their passengers to have a reliable IFE system on the aircraft.

Portables allow airlines to offer a service if the primary IFE system fails. Better still, if the airline knows beforehand that IFE will not be available in a particular seat or zone, it can pre-empt the problem and maintain goodwill by going to the affected passengers immediately when they board and issuing them handhelds.



Content Management

We provide an end-to-end content solution, including film, television, audio and games, customized to suit passenger demographic and airline needs. We offer the industry's best content and most efficient Content Delivery Network, not to mention the widest range of content of any portables provider.

IMS qualifies for Early Window content support from every major studio and independent, and content providers worldwide. We have licensing agreements in place that ensure airlines of the lowest license fees and content management costs.

Our experienced team handles

- Content infrastructure design
- Content selection & licensing
- Content aggregation
- Content integration
- Encoding
- Encryption, DRM & key management
- Administration



Ground Support

IMS recognizes that mobile platform based IFE requires a well-developed support infrastructure to facilitate both content updates and battery recharging. IMS developed its Content Load Station and associated Ground Pods to offer airlines a fully automated, easy-to-use, robust solution for uploading new content and offloading indispensable usage and transaction data from units. The CLS/GPODS represent the industry's most advanced portable communication solution, connecting each device via a docking port to our headquarters for direct content licensing, software updates and data offload.

Content & Data Loading

IMS is truly groundbreaking when it comes to data loading technology. The popular Terminal Data Loader is an onboard loader that supports traditional in-seat and overhead IFE systems. The TDL features both embedded and wireless load/offload technologies, allowing airlines to eliminate expensive labor time, guarantee content security, and most importantly, offer the most timely, compelling content available. We also offer the Universal Portable Data Loader, boasting Gigabit loading speeds while eliminating the need to physically install it on the aircraft.



CONTENT PROVIDER



IMS CONTENT INTEGRATION



CONTENT LOAD STATION



GROUND POD



CATERING CART

■ Customization

Our state-of-the-art ground support system is complemented by our vast array of customized offerings. Power options include extended life batteries, battery charge stations and power cables designed to work with existing systems — whether off-the-shelf or proprietary designs. Airlines can more easily manage the portable devices by using any of our line of custom housings, galley cart drawers, inserts and onboard carrying cases. Bags and kits can be produced in virtually any color, material and form factor, and can include the player, headphones and power cables. Protective skins, stands, covers and other accessories can be produced according to the customer's needs and requirements.



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