IFPL

DELIVERING AN OUTSTANDING
PASSENGER EXPERIENCE TOGETHER
IFPL.COM

AdPower

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AdPower

AdPower
Monetising USB Power

AdPower is an innovative way to provide passengers with in-seat USB power (Patent pending) that can be monetised by airlines.

The solution activates pop-up advertising when a Personal Electronic Device (PED) is connected. This provides an additional ancillary revenue opportunity for the airline. Powering passengers' PEDs is now an important requirement in support of the passenger experience.

Battery anxiety is recognised as an area of potential stress and concern for travellers. Therefore, on-board USB power solves this new issue.

The Key Technology is managed by the airline partnering with their media partners. The passenger manages their preferences using the airlines App on their device.

After a short advert on the PED, power is activated for the passenger. The duration can be set for a specific period allowing the airline to provide time-based charging.

Installation is straightforward. AdPower is compatible with the current airline industry leading power and Inflight Entertainment (IFE) Original Equipment Manufacturer (OEM) systems.

Retrofit USB installations require a straightforward swap of the existing unit for an AdPower USB.

For a new installation, the airline would specify their chosen power system vendor to work with the AdPower outlet.

IFPL would provide the AdPower interface, this allows the airline to customise their App to enable AdPower.
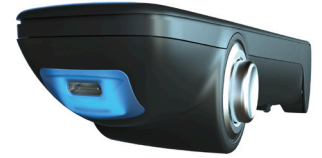
If airlines would prefer passengers to pay, then this option can also be enabled. Contact us for your personal demonstration.

VALUE PROPOSITION
- The AdPower system can provide a substantial return on investment, this should be achieved in a short timeframe.
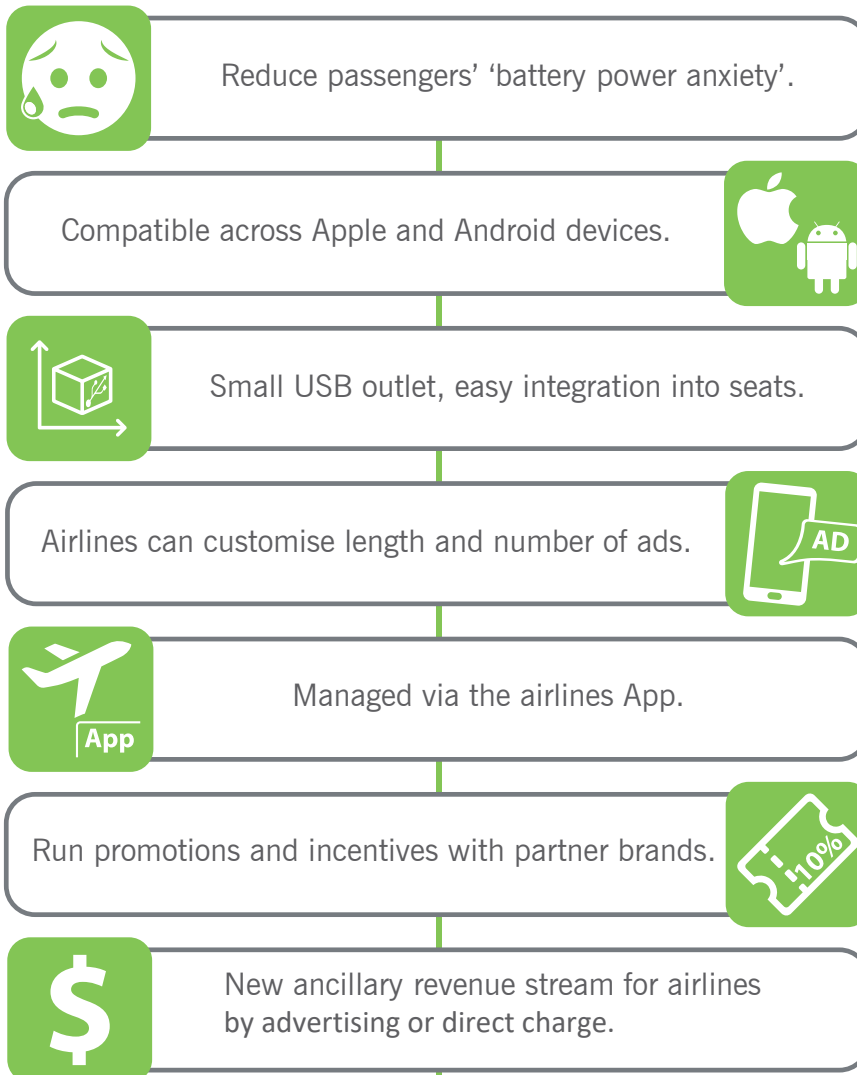
THE SOLUTION
- Contact innovate@ifpl.com for further information.

POWER
INFOMATION
SHEET

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The Patent Pending USB AdPower technology will provide:

1. An innovative way for airlines to gain ancillary revenue.
2. Adverts that launch promotions when the passenger connects their device.
3. An easy swap of the existing USB outlet to an AdPower version for an inexpensive system upgrade.

AdPower

Reduce passengers' 'battery power anxiety'.

Compatible across Apple and Android devices.

Small USB outlet, easy integration into seats.

Airlines can customise length and number of ads.

Managed via the airlines App.

Run promotions and incentives with partner brands.

New ancillary revenue stream for airlines by advertising or direct charge.

AdPower

Revision 1.3
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