



CAN FACEBOOK AND OCULUS RIFT DISRUPT IN FLIGHT EXPERIENCE

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EVERY INDUSTRY IS E-CONFIGURING AROUND SOFTWARE ENABLED EXPERIENCES

"HOW DOMINO'S BECAME A TECH COMPANY"

FAST COMPANY, 2014

"HOW MASTERCARD BECAME A TECH COMPANY"

FORTUNE, 2014

"CAN A CONTENT COMPANY BECOME A TECH COMPANY"

NYT, 2014

"DISNEY IS TURNING THEME PARKS INTO SOCIAL NETWORKS"

MOTLEY FOOL, 2014

"TESCO'S BIG DATA ARM DUNHUMBY BUYS AD-TECH FIRM"

2014

"BUYING BEATS? BAH! WHY APPLE SHOULD THINK BIG AND BUY TESLA"

FORBES, 2014

"ROBERT MCDONALD IS ON A MISSION TO MAKE P&G THE MOST TECH ENABLED BUSINESS IN THE WORLD"

McKINSEY, 2011

"SOFTWARE IS EATING THE WORLD"

MARC ANDREESSEN, 2011

IN 2012, TESCO ROLLED OUT SUBWAY SHOPPING AND BECAME #1 IN KOREA



[Watch case study here](#)

BUT AIRLINES
INNOVATE ON A
DIFFERENT AXIS

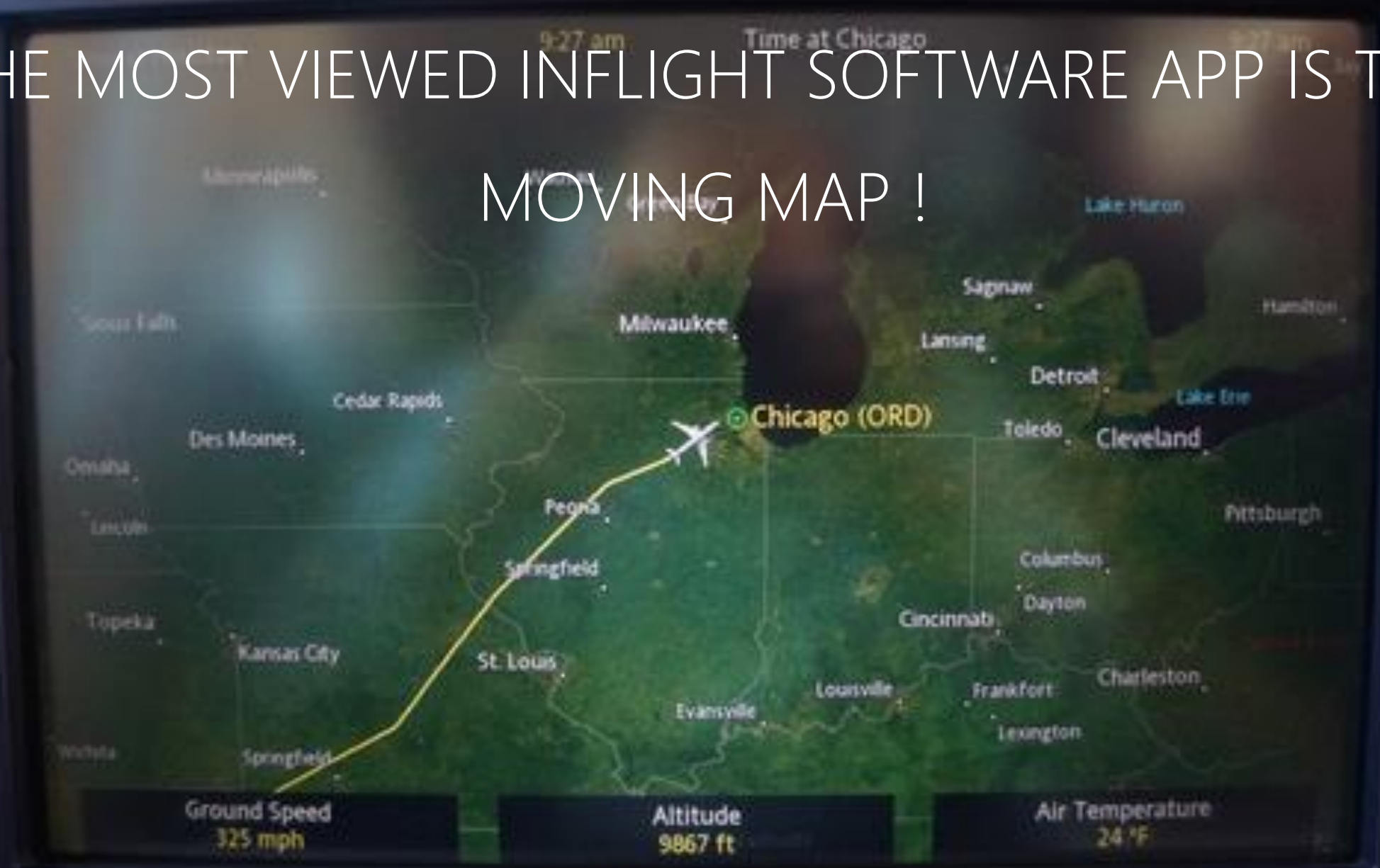


3-D Render of Tomorrow's Business Class Smart Seat. Thales

A photograph of an airplane cabin interior. The focus is on the back of a seat with a large, rectangular in-flight entertainment (IFE) screen. The screen is illuminated, showing a bright, blurry image. To the left, a tray table is partially visible with a glass of water and a glass containing a drink with a straw. The cabin lighting is dim, and other seats are visible in the background, some with orange pillows. The overall atmosphere is that of a modern but somewhat dated aircraft interior.

THIS INFLIGHT
ENTERTAINMENT (IFE)
SYSTEM COSTS 10,000 USD.
AND FEELS LIKE IT'S 1990.

THE MOST VIEWED INFLIGHT SOFTWARE APP IS THE
MOVING MAP !



NOT COMMERCE !

27.1 B USD

Total ancillary revenue for airlines, 2013

- Excess baggage: 15%
- On-board Retail (including food where relevant): 15%
- Travel retail (car hire, hotel insurance, etc): 30%
- Other à la carte services: 10%
- Sale of extra miles: 30%

LET'S PUT THAT IN PERSPECTIVE

4 B USD

Total inflight retail revenue, 2013

IMAGINE HAVING 300 BUYERS, CAPTIVE FOR 4 HOURS,
BORED AND RESTLESS

REPEAT 3 BILLION TIMES (TOTAL # OF PASSENGER DEPARTURES, IN 2013)

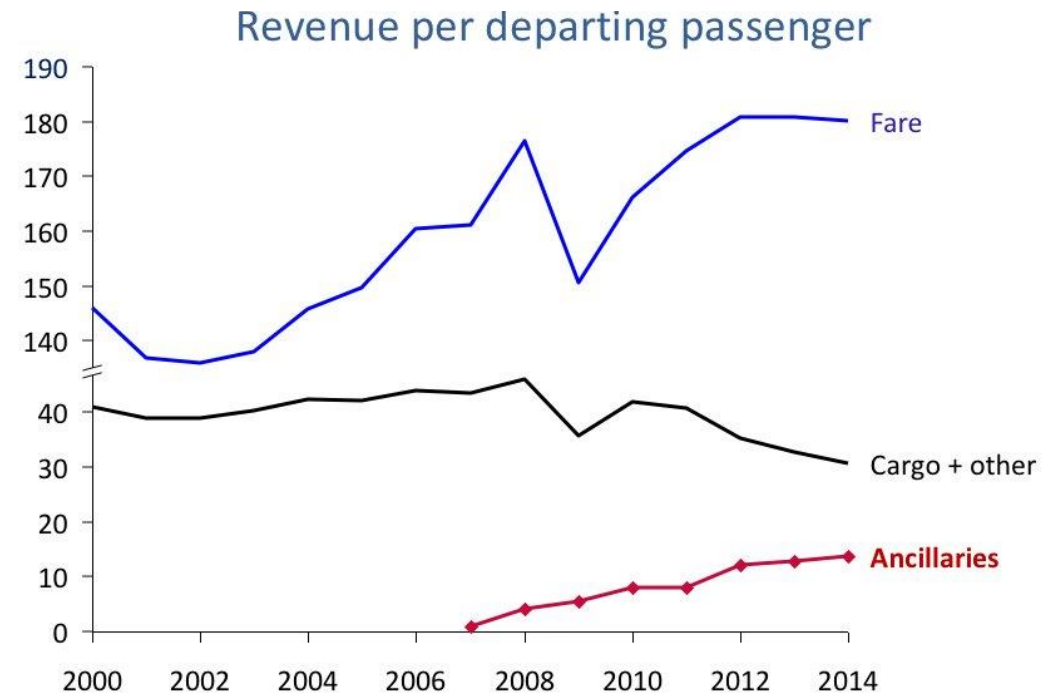
THAT'S TERRIBLE MONETIZATION !

ANCILLARY SERVICES : HIGH GROWTH, HIGH MARGIN BUSINESS FOR AIRLINES

ANCILLARY SERVICES : HIGH GROWTH, HIGH MARGIN, REVENUE DRIVER

**"AIRLINE PROFITS
ARE UP, THANKS TO
EVERYTHING BUT
AIRFARES"**

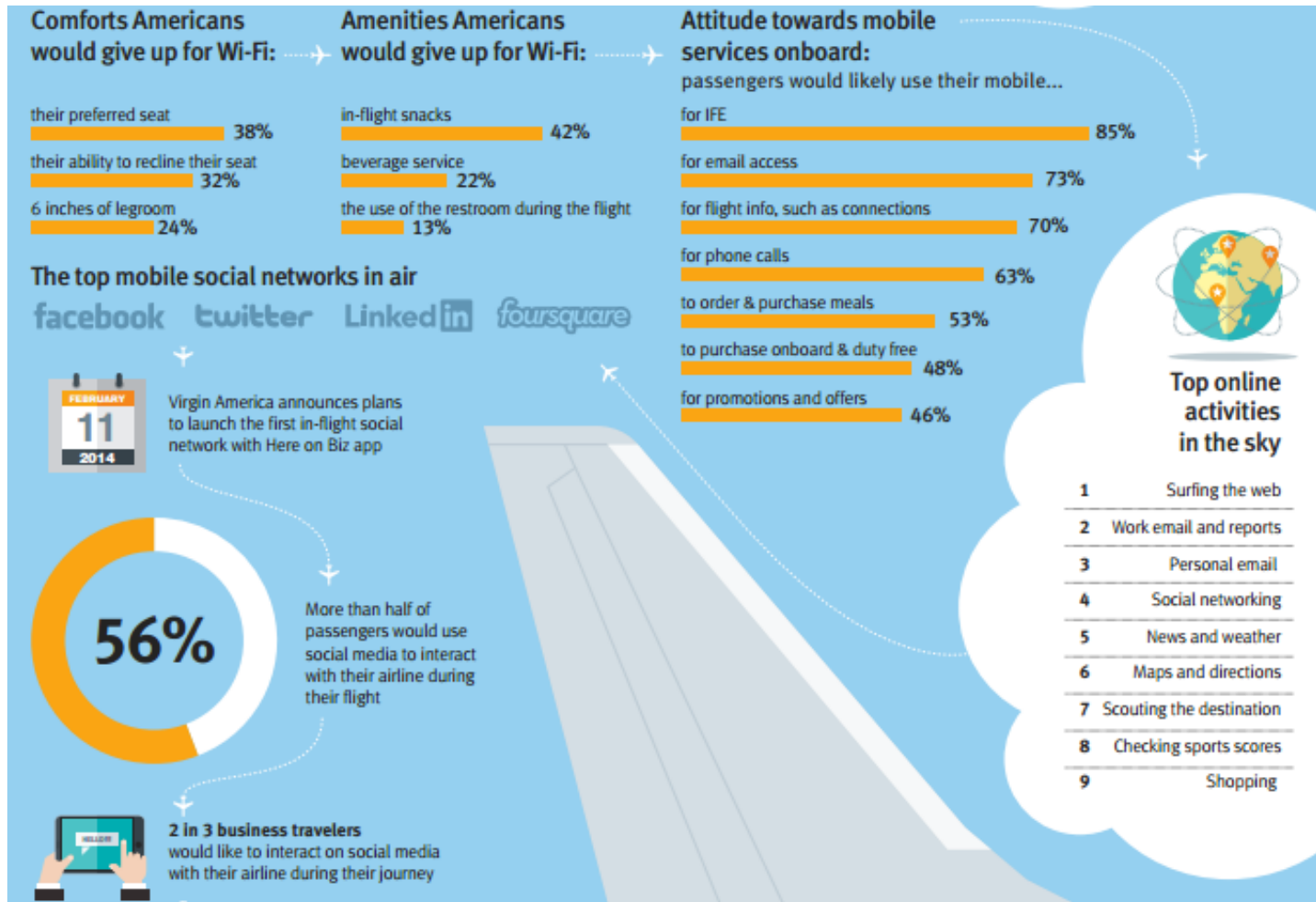
FORBES, SEP 2014



Source: Ancillaries derived from IdeaWorks 2013 report, IATA forecast

IATA Economics www.iata.org/economics

CUSTOMERS ARE MORE THAN WILLING TO 'ENGAGE' AND SPEND



Gogo's "How travellers use inflight WiFi"

INSTEAD AIRLINES GIVE US

CAT VIDEOS !



“British Airways adding cat videos to its roster of in-flight entertainment”

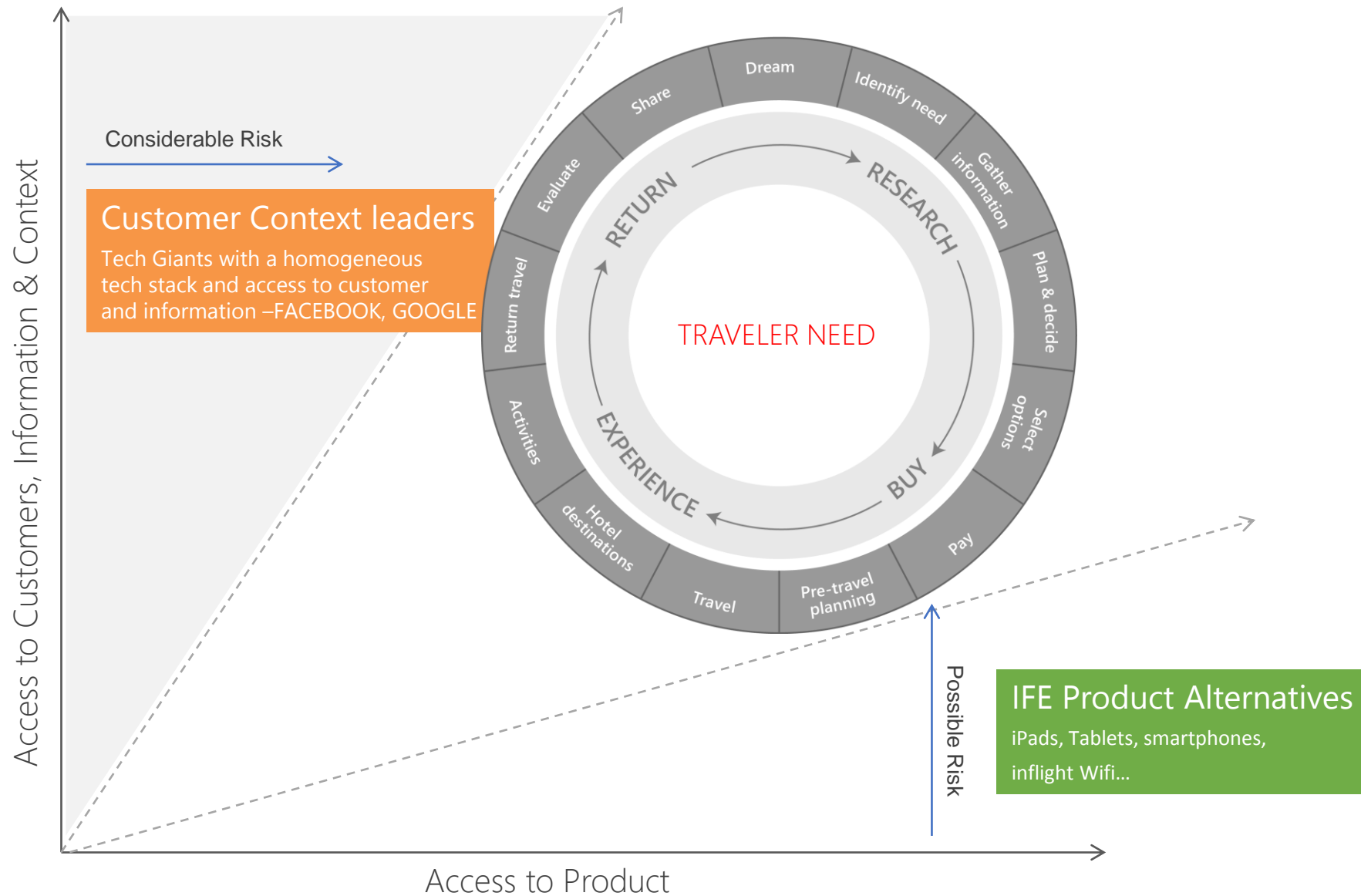
ENDGADGET, august 13, 2014



CAN AIRLINES FIX INFLIGHT EXPERIENCE ?

WHERE IS THE 'TESLA' OF AIRLINES? "
@PRADEEPRAT

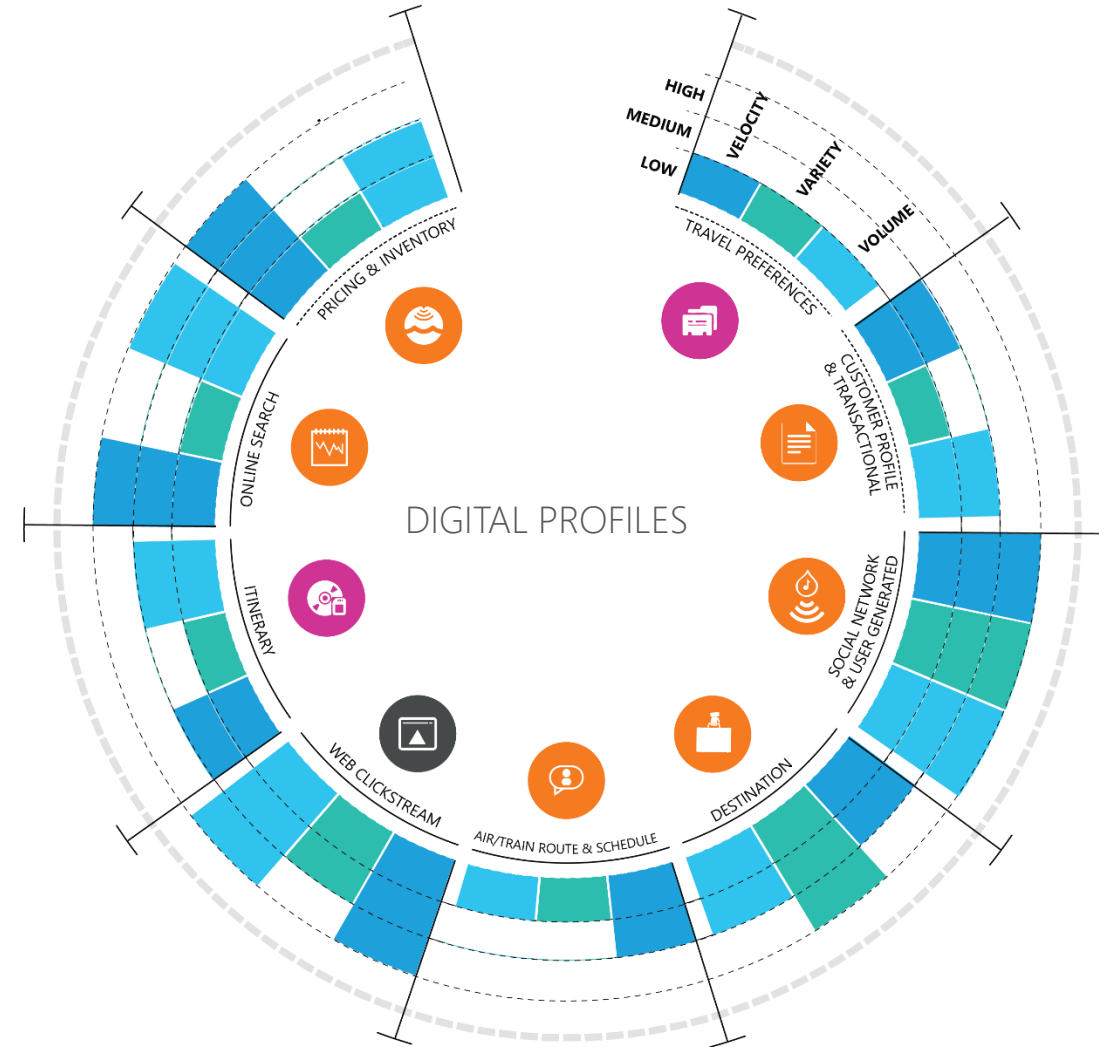
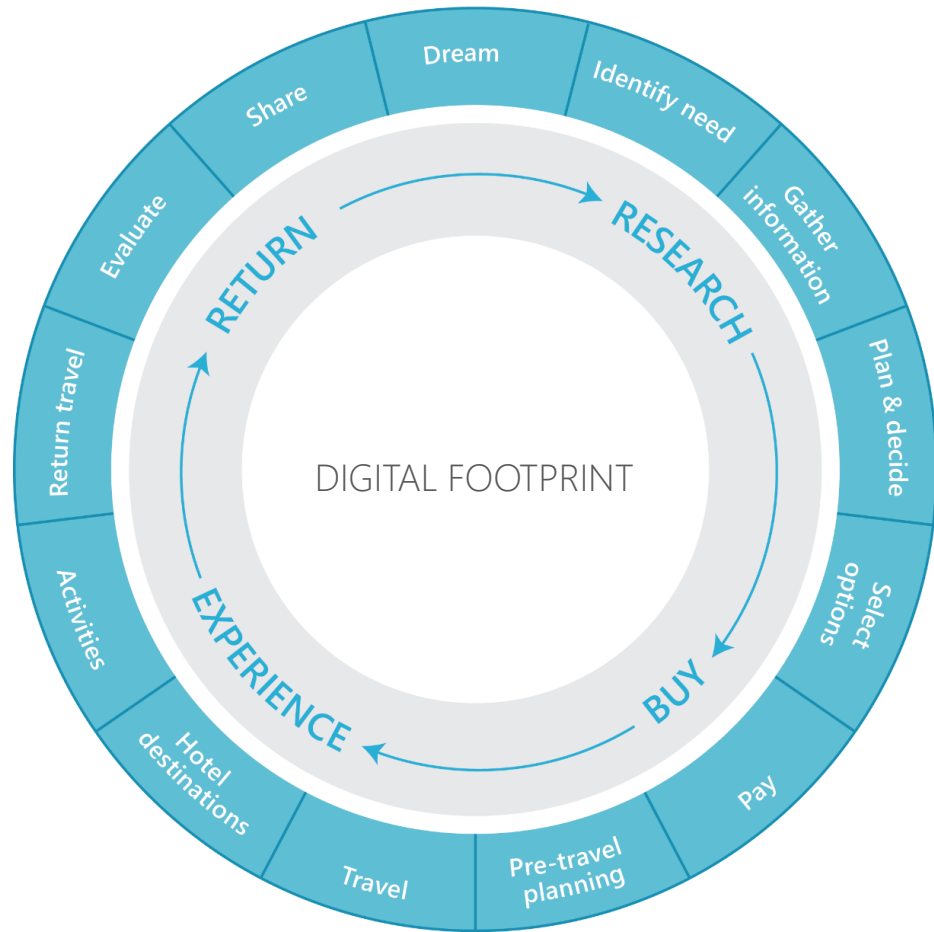
LET'S ASK THE QUESTION DIFFERENTLY – WHAT IS THE REAL THREAT?



EVERY TRAVELER LEAVES BEHIND A RICH DIGITAL FOOTPRINT

AND AIRLINES DO A POOR JOB OF BUILDING A COMPLETE CUSTOMER PROFILE

WHILE FACEBOOK AND GOOGLE CONNECT THE DOTS TO BUILD 100B + BUSINESS !



AND FACEBOOK CAN USE THE ASYMMETRIC INFORMATION TO PREDICT 'WHERE YOU CAN TAKE YOUR VACATION' AND WHAT 'YOU MIGHT ALSO LIKE TO EAT'

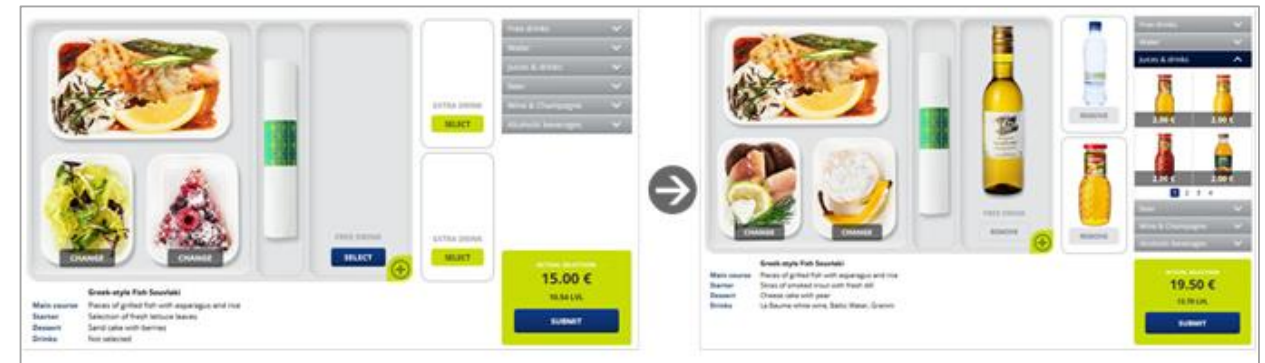
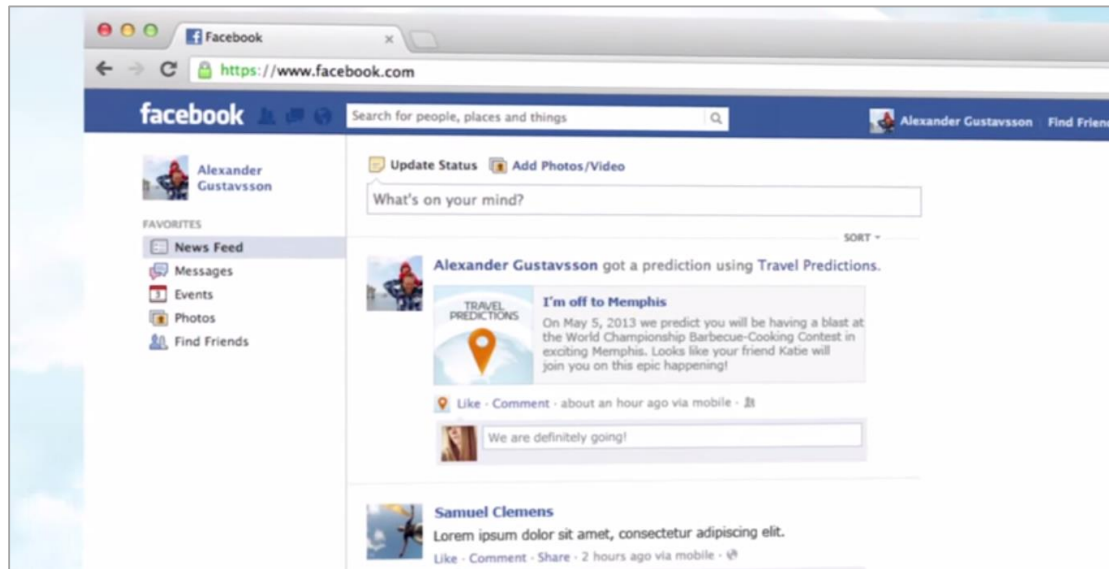


Image source : <http://www.inflightfeed.com/>

A close-up, side-profile photograph of a man with a full, reddish-brown beard and short brown hair. He is wearing a black Oculus Rift VR headset. The headset's front panel is white and features the Oculus logo. The background is dark and out of focus, with several bright blue bokeh lights. The overall lighting is dramatic, highlighting the man's facial features and the texture of his beard.

ENTER OCULUS RIFT.

ASYMMETRIC INFORMATION + IMMERSIVE EXPERIENCE

**Oh Wow!
These Facebook
ads look so real!**

















IFE MANUFACTURERS, BE AFRAID. VERY AFRAID

OCULUS RIFT CAN CHANGE GEOTAINMENT (THAT MOVING MAP)

NEW YORK TO LOS ANGELES
[← View journey in reverse](#)
[View other journeys](#)

NEW YORK CITY	APPALACHIAN MOUNTAINS	PITTSBURGH PENNSYLVANIA	ARTHUR ILLINOIS	MISSISSIPPI RIVER	POTAWATOMI KANSAS	KANSAS FARMLAND	SAN LUIS VALLEY	GRAND CANYON ARIZONA	MOJAVE DESERT	LOS ANGELES
										
START	20 mins 330 km	40 mins 505 km	1hr 30 mins 1,244 km	2hrs 1,500 km	2hrs 10mins 1,770 km	2hrs 20 mins 1,850 km	3hrs 40mins 2,816 km	4hrs 20mins 3,379 km	4hrs 50 mins 3,725 km	5hrs 15mins 4,023 km

FLYING AT 13,000M - THE CHANGING SHAPE OF A CITY

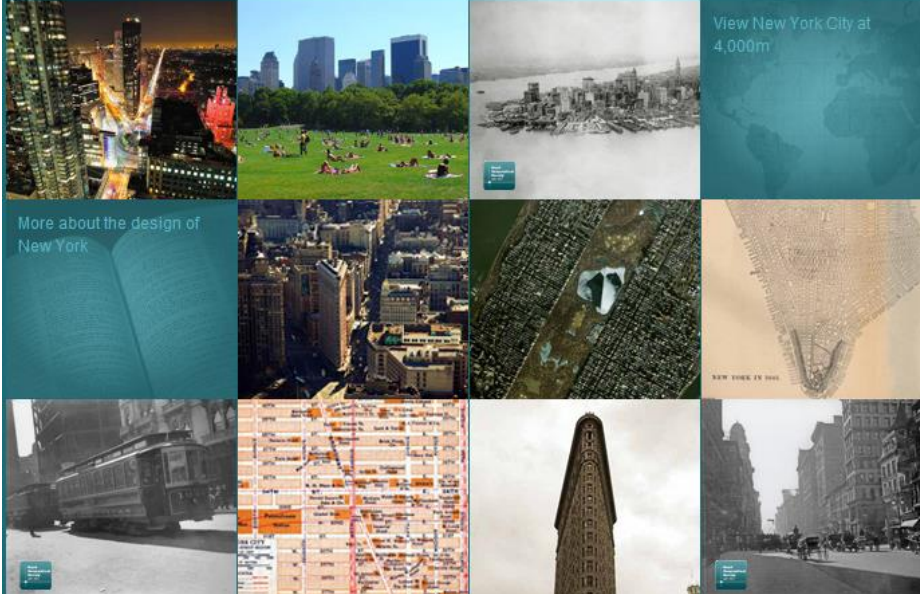


View New York City at 13,000m

More about New York City

Contribute your own images

FLYING AT 4,000M - PLANNING THE CITY

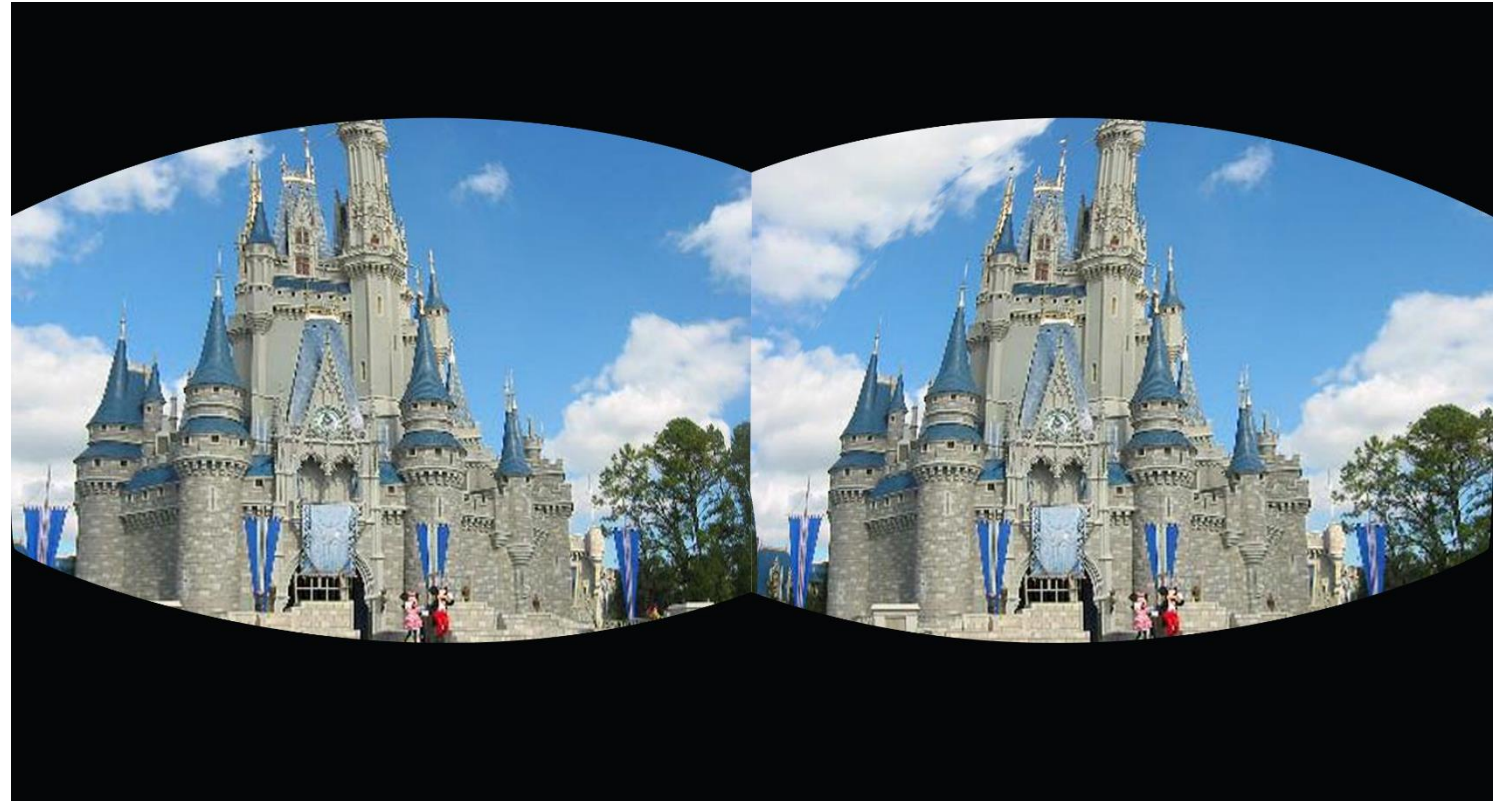


View New York City at 4,000m

More about the design of New York

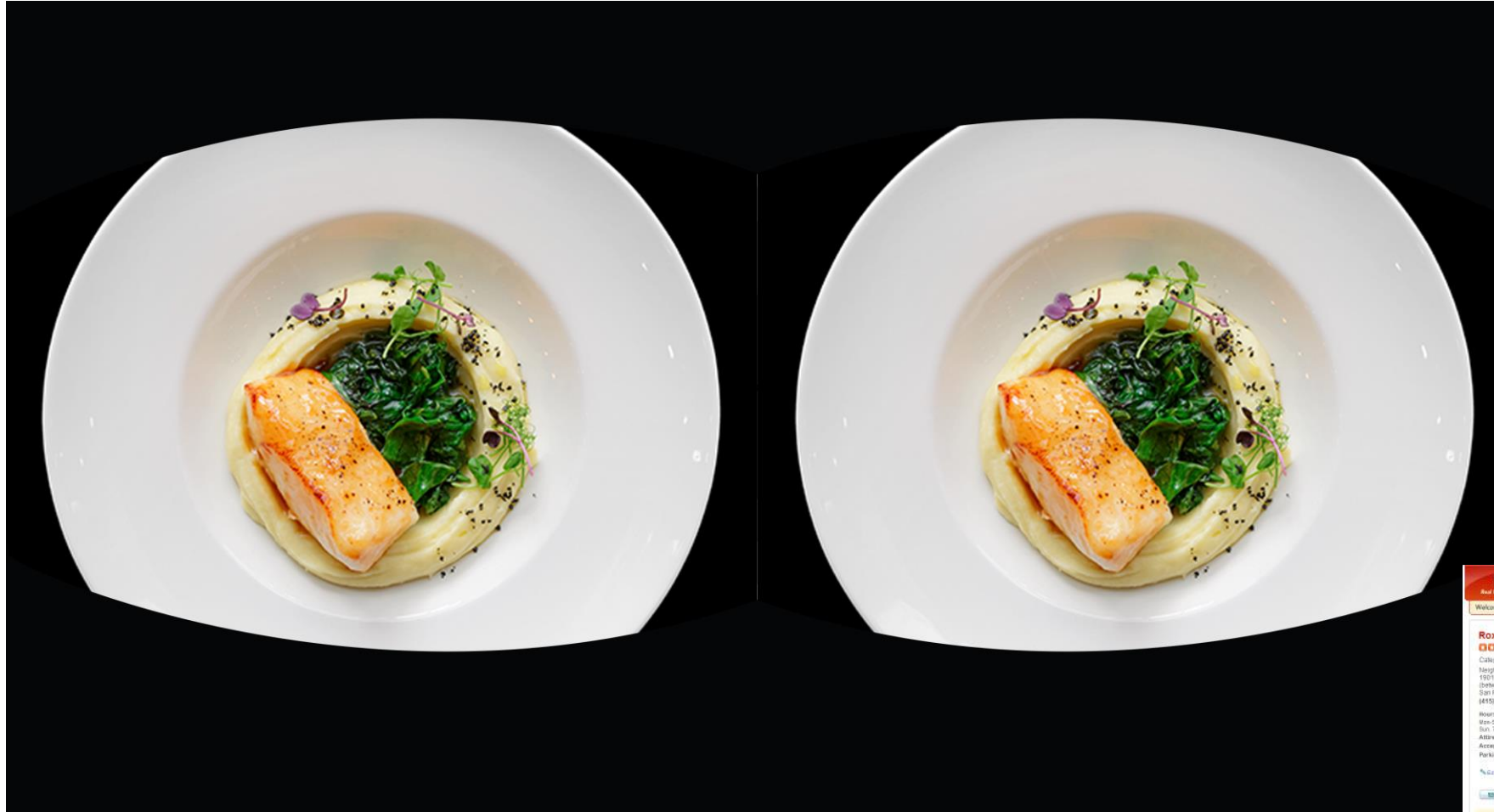
TAKE A VIRTUAL TOUR OC CITIES YOU ARE FLYING OVER. BYE BYE STATIC MAPS !

..AND UNLOCK COMMERCE FOR DESTINATION SERVICES



EXPERIENCE AND BOOK YOUR DISNEYLAND TOUR, SITTING ON SEAT 31B

...AND HELP YOU PREVIEW AND ORDER YOUR SALMON CAPRESE MUCH BEFORE YOU ARRIVE



Yelp Search for (e.g. taco, ramen, pizza) Near (Address, Neighborhood, City, State or ZIP) San Francisco, CA

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events Member Search Account Log In

Roxie Food Center ★★★★☆ based on 387 reviews [Rating Details](#)

Cuisine: Grocery, Deli
Neighborhood: Mission Terrace
1925 Sanson Ave
(between Hayes St & Santa Ynez Ave)
San Francisco, CA 94112
(415) 587-2345

Hours: Mon-Sat: 8:30 a.m. - 3:00 p.m.
Sun: 7:30 a.m. - 1:30 p.m.

Price Range: \$
Good for Groups: Yes
Good for Kids: Yes
Takes Reservations: No
Delivery: No
Take-out: Yes

Washer Service: No
Wheelchair Accessible: No
Outdoor Seating: No
Good for: Lunch
Alcohol: Beer & Wine Only

[View Larger Map](#)
[Browse Nearby: Restaurants \(1,938\) | Shopping \(1,616\) | All](#)
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ALL THIS, AT 1/5TH THE COST

10,000 USD A PIECE



CANNED CONTENT, UPDATED ONCE A MONTH

FIND ONE TRAVELER WHO LOVES THIS

2000 USD A PIECE



PERSONALIZED CONTENT, BEAMED REAL TIME

FIND ONE TRAVELER WHO HATES THIS

IFE AND PASSENGER EXPERIENCE NEED AN URGENT UPGRADE:

ASYMMETRIC DATA

Connected and curated across
engagement horizon

IMMERSIVE EXPERIENCE

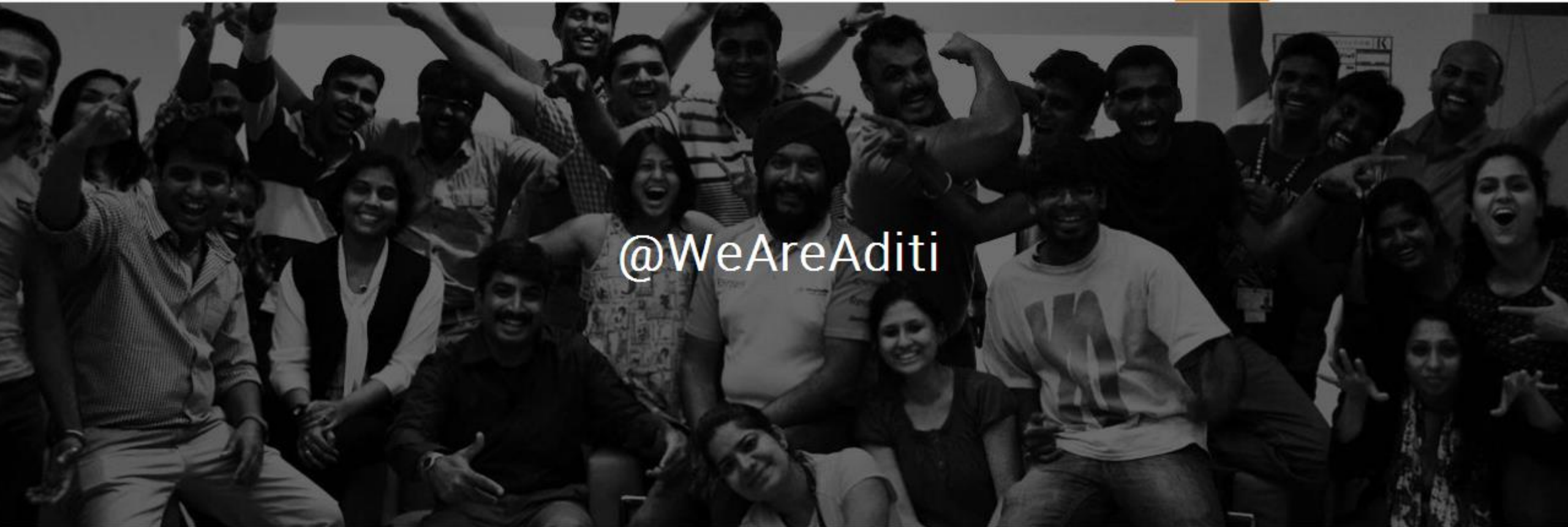
Personalized content based on
context



Thank you

@pradeeprat ; @sunnyneogi

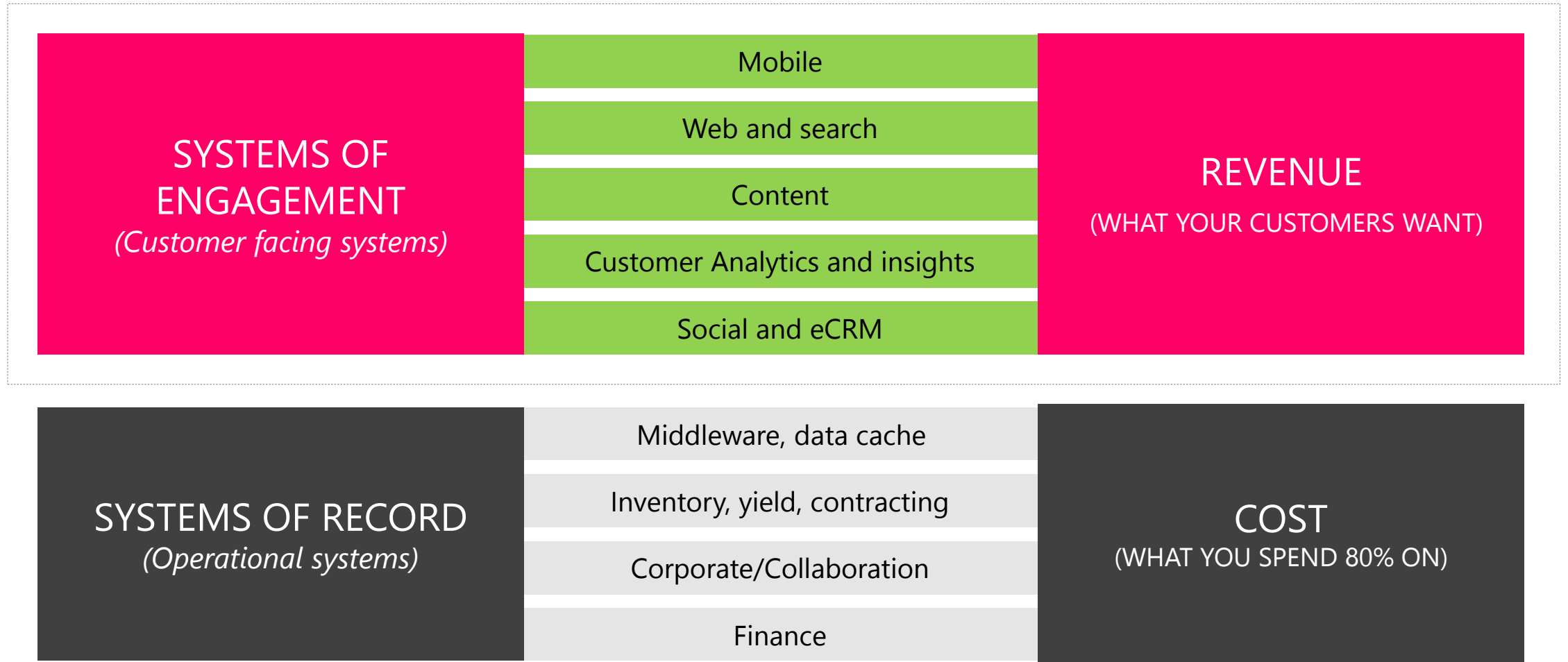
WHO ARE WE : WE ENABLE DIGITAL TRANSFORMATIONS



7500 people

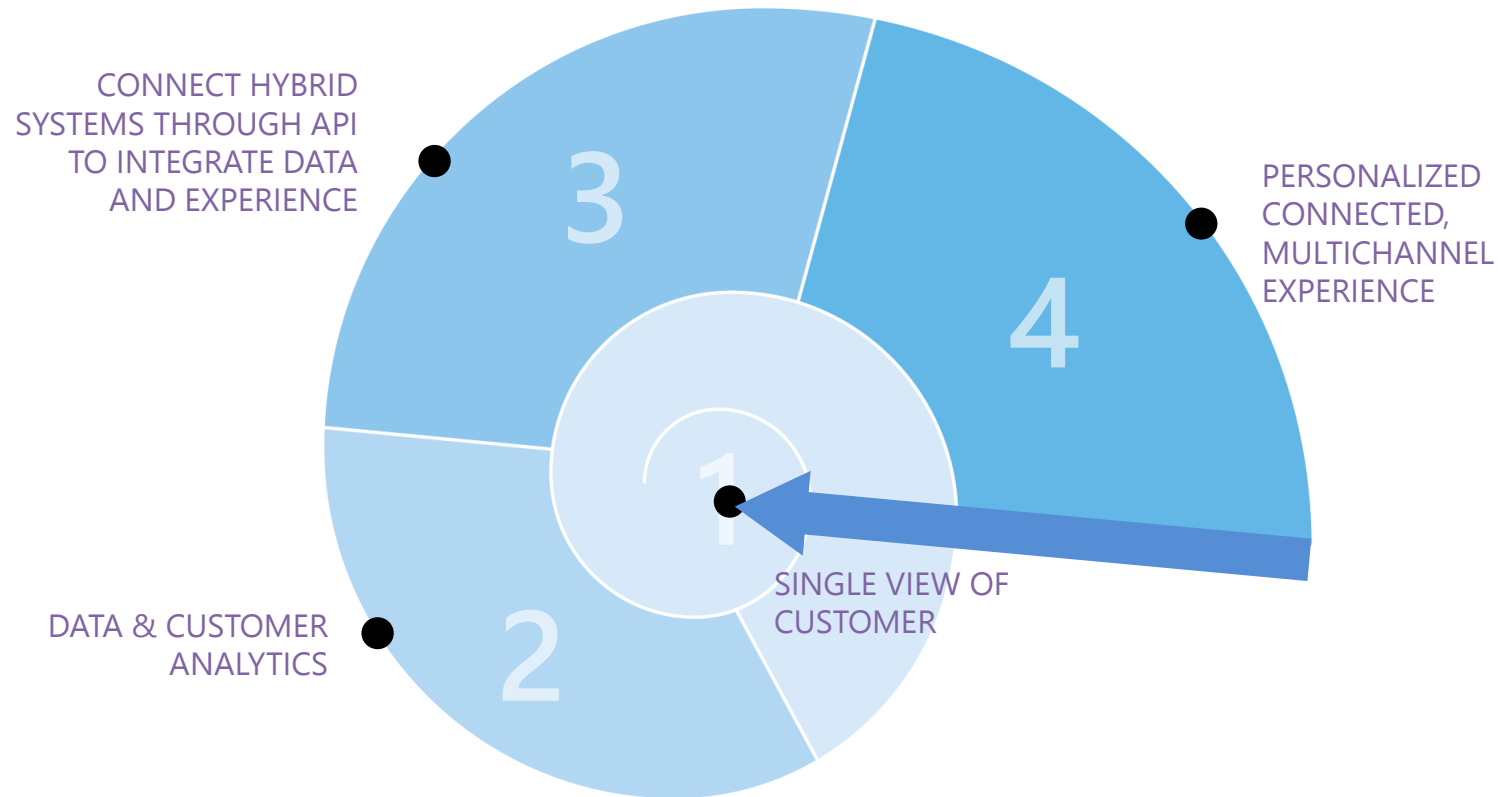
UX DESIGN. EMBEDDED. CLOUD. ANALYTICS

HOW : FROM SYSTEMS OF RECORD TO SYSTEMS OF ENGAGEMENT



HOW DO WE GET READY FOR THIS DISRUPTION ?

WE LEVEL THE PLAYING FIELD



TO LEARN MORE ABOUT TRANSFORMING IN 9 MONTHS OR LESS,
VISIT - [HTTP://WWW.ADITI.COM/DIGITAL-TRANSFORMATION/](http://www.aditi.com/digital-transformation/)