

## EE Customers Can Now Call, Text & Tweet Inflight

Wednesday 24 July, 2013

EE's 26 million\* customers across the UK now have the option to use their own mobile phones inflight, thanks to AeroMobile, the leading inflight mobile phone operator.

Passengers using all of the UK's major mobile phone networks can now talk, text or browse online at 30,000ft, simply by connecting to the AeroMobile network.

AeroMobile has over 220 agreements with mobile phone operators around the world including O2, Three, Vodafone and now also EE in the UK.

So far this year, more than 120,000 UK-based passengers have used the AeroMobile service to stay in touch with friends, family and colleagues on the ground, sending 175,000 text messages and making 25,000 calls.

The AeroMobile service is active on 150 aircraft across nine airlines including Emirates, Etihad, SAS and Virgin Atlantic. All Virgin Atlantic flights between the US and London Gatwick offer the AeroMobile service, as well as selected flights from Manchester and Heathrow. Many flights from the UK to Dubai with Emirates and Etihad's services from Heathrow to Abu Dhabi also provide AeroMobile connectivity.

"Adding EE to our portfolio of roaming partners opens up inflight connectivity to even more UK passengers," says Kevin Rogers, CEO of AeroMobile.

"EE joins the three other big operators in the UK in offering mobile customers the option to use their own phones inflight, and with more and more airlines offering the service, we expect to see increasing numbers of passengers opting to stay connected inflight. In fact, our research shows that 70 per cent of travellers would use their mobile inflight if they had the option."

"So far this year, more than 7,000 flights have flown to or from the UK with the AeroMobile service onboard, and we're adding more airlines and more routes every month," continued Rogers.

Passengers who use the service are billed by their mobile phone operator, and prices vary depending on individual contracts. Prices are typically similar to 'rest of world' rates, or in some cases, lower.

-ENDS-

\*GSMA Intelligence

### About AeroMobile

AeroMobile Communications Limited is a UK-based GSM service provider for the aviation industry. AeroMobile provides world class, proven, technology and services that enable airline passengers to use their own mobile phones for voice, texting and mobile data whilst inflight.

As part of the Panasonic Group's Global Communication Suite, AeroMobile's services are available for installation either at the point of aircraft manufacture (line fit) or on aircraft in service (retrofit) across both Airbus and Boeing aircraft.

Since 2008, over 17 million passengers have connected to the AeroMobile network inflight.

The AeroMobile service is currently available across nine airlines, including Emirates, Etihad and Virgin Atlantic, with the number expected to double in the next 12 months.

For more information on AeroMobile go to [www.aeromobile.net](http://www.aeromobile.net)

Follow us on Twitter @AeroMobile

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