

# Get the connectivity you need in a low-inventory market

A CHOOSE-YOUR-OWN-ADVENTURE APPROACH



## The pre-owned business jet inventory is historically low

### What's going on?

-  COVID-19 has **increased demand** for private air travel vs. commercial.
-  Existing owners are **holding on to their jets.**
-  Today, only **5%** of the world's private jet fleet is up for sale, versus **17%** normally.
-  Many motivated, first-time owners are **entering the market.**
-  New aircraft manufacturing **still isn't back to full capacity.**

If you've acquired an aircraft recently — or are in the market — congratulations!

Now could be the most strategic time to add or update your inflight connectivity (IFC) to match your personal style and needs. **Here's how to do it.**

If you want to learn about the types of IFC and common considerations, or your plane came with a classic Gogo system, proceed to Chapter 1.

→ Proceed to Chapter 1

If you already have an up-to-date Gogo AVANCE system and want to explore the future of IFC, skip to Chapter 3.

↪ Skip to Chapter 3





## Chapter 1: Key IFC considerations

Your IFC story starts here. Regardless of your eventual system type or vendor, here are some important considerations.

### Your connectivity platform

The days of “rip and replace” as new technologies emerge are gone. Today, you can have a single, fully integrated IFC platform that’s built to outlast today’s needs and provide for you far into the future.

Only Gogo has such a platform. **It’s called AVANCE.**



Note: If your plane already has a classic Gogo system, now is likely the most convenient — and financially prudent — time to upgrade to AVANCE so you’re set for the long haul.

#### Performance:

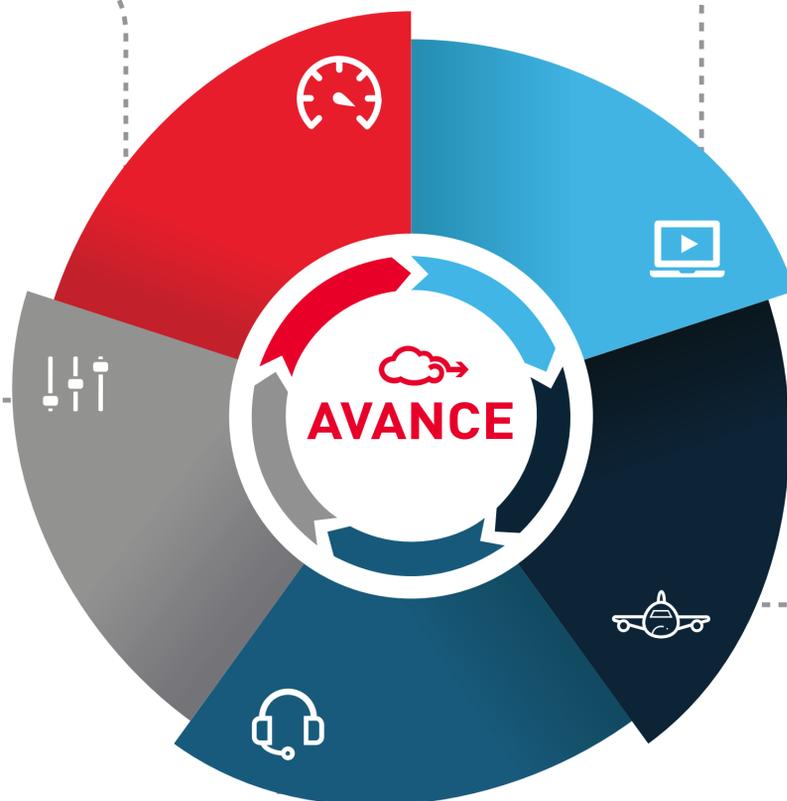
Connect to aviation’s fastest, most reliable networks today — and those that will come tomorrow.

#### Productivity + entertainment:

Enable passengers to work, live, and play during flight in any way they choose, with no additional equipment.

#### Control:

Tailor and manage your system from the ground or midair with complete, self-service tools.



#### Efficiency:

Give pilots the power of Wi-Fi to improve their cockpit apps and safety.

#### Confidence:

Enjoy world-class support, remote diagnostics and a future-ready solution.





## 5G takes to the skies

Gogo is the only company in North America that can provide true 5G dedicated to aviation, and we do it through our existing ATG network.

### Why 5G?



Browse, chat, and meet as seamlessly as if you never left your office on the ground.



Move large files, stream video, and conduct live meetings that keep you moving at the speed of business.



Forget about yesterday's performance limitations, device caps, and other constraints

### Not all "5G" is created equal

#### 5G

All components within the Gogo 5G network (including onboard equipment) are 5G native, not 4G with accessories.



Our 5G network is certified by 3GPP, the international body that oversees mobile telecommunications standards. No other airborne network is.

#### AVANCE™

Gogo 5G is made possible by the AVANCE platform, which provides the integration, scalability, and control needed to bring 5G performance to customers simply and affordably.



## ATG vs GEO satellite

You're likely to encounter air-to-ground (ATG) and satellite connectivity, the two most common IFC types for aircraft. Each one is a near-miracle of technology and ingenuity — but they differ.



### ATG

**Great for: Connectivity anywhere in the continental US and parts of Canada and Alaska**

ATG works like a cellular connection, handing off your aircraft to various ground stations, which receive and send your data. Gogo has the largest and most reliable network on the continent, with 100% nationwide coverage in the U.S. It uses 250 towers and can provide up to 5G connection speeds, even at 30,000 feet and 500 miles per hour.



### GEO Satellite

**Great for: International connectivity beyond North America**

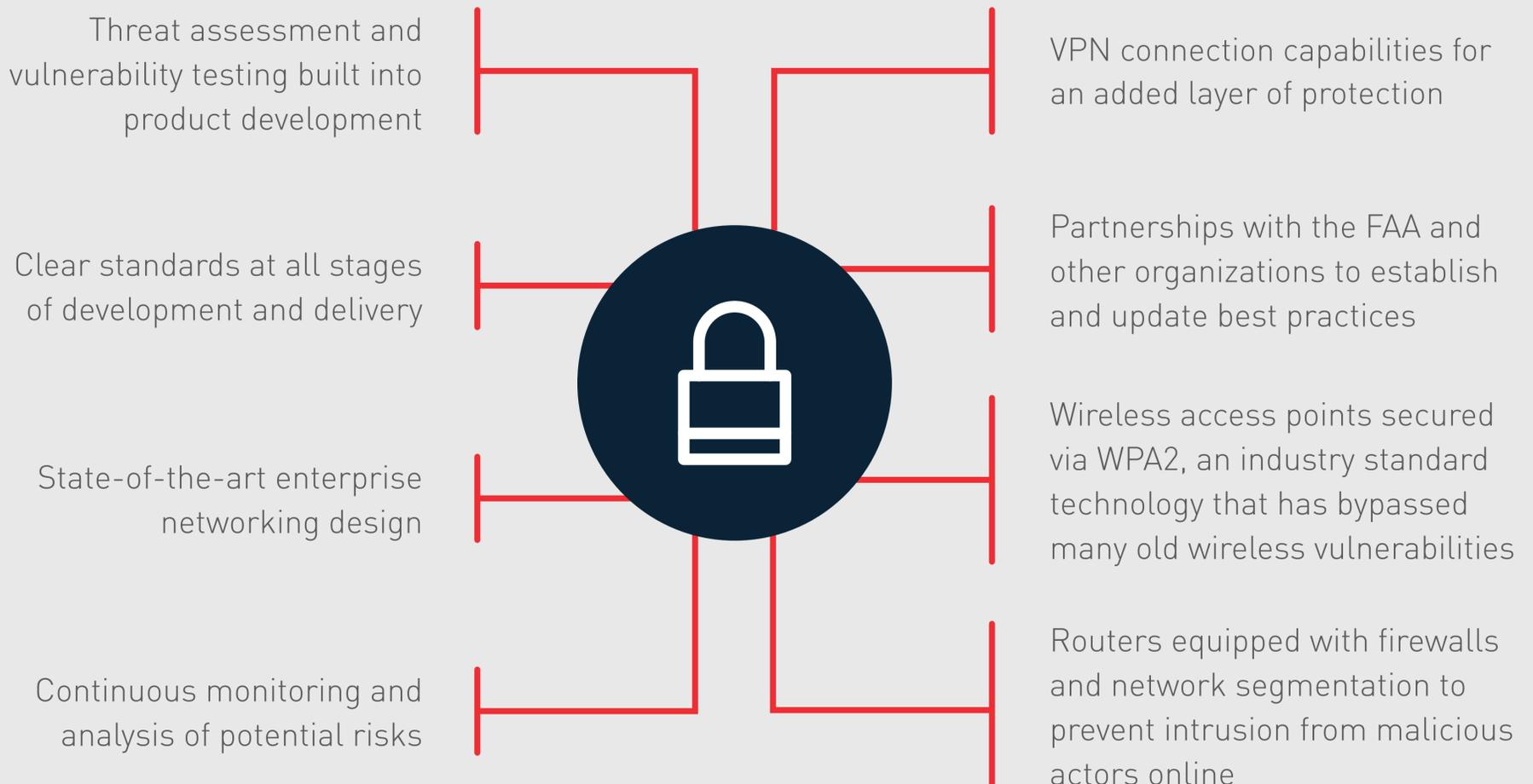
Satellites can provide connectivity where there are no ATG towers (like over the Atlantic), but they have several vulnerabilities, including high cost of entry and latency (the time it takes to route your data to space and back). Latency can result in choppy calls and disjointed live streams; where ATG is available, users often switch off their satellite service for a more affordable and reliable connection.

**Forget about yesterday's performance limitations, device caps, and other constraints with Gogo AVANCE.**



## Feeling secure about security

Gogo has always built security measures into our technology from the design and engineering stages rather than bolting them on reactively. The historical stability and reliability of our network hasn't come by accident. Challenge your vendor to discuss their security policies in this changing digital world of ours.



If you want to explore IFC solutions tailored to your aircraft type, proceed to Chapter 2.

→ Proceed to Chapter 2

If you're curious about 5G or want to learn about the future of IFC, skip to Chapter 3.

↪ Skip to Chapter 3

If you want additional resources, skip to Chapter 4.

↪ Skip to Chapter 4





## Chapter 2: What kind of IFC setup do you need?

All the choices can be overwhelming. Gogo offers a handy solution finder that will walk you through various options and investment types. With 8 simple questions, it provides tailored recommendations.

[↗ Gogo Solution Finder](#)

[→ Proceed to Chapter 3](#)



### This deserves a bookmark

IFC is a serious value-add for any aircraft — especially in tough markets. It allows you to get the most from every flight and will increase your aircraft's resale value.



## Chapter 3: The future of IFC

### Gogo 5G is coming

- The Gogo 5G network will launch in 2022. This is historically significant because it represents the point when IFC will, in many ways, equal telecom capabilities on the ground.
- AVANCE L5 is your quickest and easiest path to using 5G service at launch – and the best part is you can enjoy everything 4G has to offer in the meantime.

### Gogo 5G at a glance

Rollout: **2022**



**Dedicated network**  
serving only  
aviation

Uses existing tower  
infrastructure of  
**more than 250 towers**

**Significantly  
faster and robust**  
for a better  
experience



**Lower latency**  
to more closely  
resemble the  
in-home connectivity  
experience

**Redundancy and resilient  
licensed spectrum capacity**  
over urban areas for  
uninterrupted connectivity

**Exclusive Gogo**  
use of both licensed and  
unlicensed spectrum to  
provide more bandwidth  
to the aircraft



### Other IFC options continue

- Don't need the horsepower of 5G? Gogo's 3G and 4G networks aren't going anywhere. They'll continue to provide the reliable performance already enjoyed by thousands of customers.
- Like Gogo 5G, they're all improved and simplified by Gogo AVANCE. No "settling" required in these skies.

### AVANCE notice

- Now and into the future, AVANCE will continue to evolve and facilitate all of Gogo's enhancements and innovations. With AVANCE, you can forget about burdensome system swaps and excessive down time spent in the hangar.

If you're interested in additional resources, proceed to Chapter 4.

→ Proceed to Chapter 4

If you want to get down to business and contact Gogo, skip to the Epilogue.

↪ Skip to the Epilogue





## Chapter 4: Additional resources



[Inflight Connectivity 101: Our complete guide to conducting business at altitude](#)



[Gogo Solution Finder](#)

**AVANCE™**

[Explore Gogo AVANCE online](#)



[Gogo 5G: A guide to the next generation of inflight internet \(eBook\)](#)

**5G**

[Gogo 5G online](#)



[5 times Wi-Fi saved the day \(infographic\)](#)

## Epilogue: How will your IFC journey go?

You're at the end of this story, but your IFC journey is just beginning.

Gogo is ready to make sure you get the most from your aircraft — however difficult it might have been to find in today's market. Equip yourself for productive valuable flight time; equip your plane for a long service life and even resale.

**Happy connecting.**

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