



# SmartSky Networks

In July 2022 SmartSky Networks achieved nationwide network coverage in the continental USA. **Stuart Forster** explores the company and its vision...



**Passengers are connected with a great experience**

SmartSky to tailor and create bespoke experiences for passengers. On a practical level, that can mean being able to order food on the aircraft and pay at that moment.

Utilising contextual data about passengers and their flight elevates opportunities for advertisers to reach their target audience, explains Wanick: "If you know more about the passenger and their activities, you can serve them better on the plane. An example is a plane that's flying from LA to Vegas and being able to offer a discount for hotel accommodation or a discount for a limo ride from the airport to your hotel – in-flight based on the browsing activity of that individual. Those are some of the things that bi-directional connectivity provides you the opportunity for and helps enhance the customer experience." •

**S**martSky Networks is an air-to-ground (ATG) connectivity-focused company headquartered in the USA. Providing network, hardware and software, its goal is to deliver "data flow that transforms aviation" according to Britton Wanick, Vice-President of Marketing and Partnerships at SmartSky.

SmartSky offers three products to help achieve that objective. Using cell phone towers, its air-to-ground network facilitates connectivity to and from the aircraft. The company makes antennae that fit aboard regional aircraft and business jets. Thirdly, SmartSky has a digital platform, Skytelligence, for sharing information and hosting applications whose functionality includes providing situational awareness to pilots and is an example of utilising Aviation Data as a Service (ADaaS).

By delivering the network, antennae and digital platform, SmartSky supports getting data off the aircraft to application developers who create apps, "so passengers are connected with a great experience; and pilots have the situational awareness they need. It's all part of what SmartSky is delivering to elevate the experience of flying. Our focus is on business aviation, primarily in the continental United States, where our network is," explains Wanick.

## Connectivity

The company works with regional carriers that tend to be underserved by larger in-flight connectivity providers. "Some communications equipment cannot fit on top of a regional aircraft due to size, weight and power limitations. But SmartSky's lightweight air-to-ground system works really well," says Wanick.

Service layers and applications enable

