



**“We’re taking our experience in the toy market and creating innovative kids products”**

**LEONARD HAMERSFELD**  
 Buzz director (left, centre)

work with airlines to create children’s brands that are carrier-specific. For example, Air New Zealand has commissioned Buzz to provide a “Jet Cadets” kids pack—a mini-rucksack containing activity books and soft toys that is handed out free of charge to every child on board.

Buzz has also created a new-generation “instant check-in” tag for Qantas Airways, which uses RFID technology to embed personalised information about a passenger so that when the tag is swiped baggage can be automatically sent to the passenger’s destination. “This is the most progressive check-in system in the world,” says Hamersfeld.

**TOY story**

Australian design company Buzz Products (stand 6G37) is hoping to bring a bit of colour to the show and encourage airlines to imprint their brands on impressionable young minds with its range of in-flight children’s products.

“Our focus is on the family experience. We’re taking our experience in the toy market and creating innovative kids products,” says Buzz director Leonard Hamersfeld.

The company’s brand consultants



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**Stay in touch:**  
**TriaGnoSys MD Axel Jahn with the GSM ConneX system**

**Talk and text with GSMConneX**

TriaGnoSys has launched GSM-ConneX, an end-to-end solution providing GSM services for airline passengers. Comprising hardware and software elements for both the aircraft and ground segments, the aircraft hardware is contained in two lightweight units, which are on display at the German company’s stand (6C1).

GSMConneX enables passengers to use their mobile phones to make and receive calls, send and receive text messages and emails, and browse the Internet. It uses compression and optimisation techniques to make efficient use of available bandwidth,

minimising satellite link costs.

“Our systems have been used to provide inflight connectivity on commercial airlines for many years, says Axel Jahn, managing director of TriaGnoSys. “Now, for the first time, we are designing and producing the whole solution, including both the hardware and software.

“The key advantage is that TriaGnoSys is the turnkey supplier of the whole system, meaning we are the single point of contact during the design and production process. We can therefore provide optimised, efficient and cost-effective solutions,” he adds.