

# Flypop selects Bluebox Wireless IFE

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UK start-up airline flypop has selected Bluebox Aviation Systems to provide an ancillary revenue generating retail and in-flight entertainment solution on board its Airbus A330 aircraft.

The airline is scheduled to launch with its initial aircraft in October thereafter adding an aircraft every six months, targeting the visiting friends and relatives (VFR) traveller market.

From launch, Bluebox will be deploying aircraft-powered Bluebox Wow wireless IFE (W-IFE), that will enable several ancillary revenue streams for the airline, most by directly engaging with passengers via their own personal devices during their flight. The retail solution will enable touch-free ordering and payments for food & beverages as well as gifts and other onboard retail products and will support the airline's trolley-based retail. Though available once on board, passengers will also be able to pre-purchase IFE access within the booking path. Bluebox will also enable other ancillary revenue generating features and content, such as Gladi8tor Gaming, through LXM Group.

Flypop's Founding Director and Chief Technology Officer, Bobby Bhakar said: "Flying long-haul flights on a low-cost basis means we have to be creative in how we balance revenue and service. Thankfully, Bluebox's wireless IFE platform provides a means to deliver both - for flypop to generate revenue at the same time we can offer services to keep our passengers engaged and entertained on board during our direct flights between the UK and South Asia."

