
Immfly enhances SDQ lounges with digital entertainment

By **PAX International** on June, 26 2019 | Connectivity & Satellites



Immfly Lounge also offers advertising opportunities for partnering brands, as well as airline upgrades and offers

[Immfly Lounge](#) is now available in the VIP lounges of Santo Domingo, Dominican Republic's Las Aeropuerto Internacional Las Américas (SDQ), one of the largest airports in the Caribbean.

According to a press release from Immfly, the airport handles 3.5 million customers each year and its top 10 routes include direct flights to hubs in the U.S., Europe and South America. Carriers flying out of the location include [American Airlines](#), [Iberia](#), [Delta](#), [Avianca](#), [Spirit](#), [Air Europa](#), [JetBlue](#) and [United Airlines](#).

At SDQ, Immfly Lounge provides streaming digital entertainment with customized services for premium airline passengers. With this service, airlines and lounges can extend Immfly's service to any designated pre-boarding area, to the inflight experience and even post-flight. Plus, optional features such as managed web services ensure customers can access information related to content they will be able to enjoy, prior to arrival at the airport. For example, [Iberia Express](#) selected a service that informs its customers prior to traveling which *Game of Thrones* episodes they will be able to view during their travels.

TV shows, audiobooks and e-books, podcasts, games, music, magazines, destination guides, news and content for kids can be made available for the guests of Immfly's airline customers. Specially customized modules can also be developed for lounge partners, such as shopping opportunities and offers of upgrades and other services.

Imad Al Asmar, Director General of [Before Boarding](#), which operates multiple airport VIP lounges in Latin America, explained the approach in a statement: "Before Boarding actively looks at options which provide our users with the best and most sophisticated experience. Our customers can now enjoy this dynamic entertainment platform in our [SDQ] spaces at no additional cost. The service is available to enhance the time customers have available at the airport, as they wait for their flight or even for their luggage collection. They can now relax, enjoy the latest in entertainment content in addition to exploring new products and services we announce in this innovative premium connected digital services platform provided by Immfly."

Maria Cardenal, Product and Digital Services Director of Immfly, added: "Entertainment today is everywhere, and above all it's digital. At Immfly we are experts in digital entertainment solutions [that] also connect passengers with airlines and airport lounges. We continuously innovate and evolve to meet the needs of companies in the sector. We are very pleased to collaborate with Before Boarding, given the company's customer-focused approach and determination to offer a service that meets the demands of the global connected traveler "

Immfly Lounge also provides a range of versatile advertising modules that allow brands to digitally interact with "an affluent public in an exclusive environment," according to Immfly, with no special apps or downloads required. At SDQ, passengers in the VIP lounges can simply connect to the Before Boarding Wi-Fi network by logging into a web address with the password provided onsite.