
Lufthansa Group to display new IFEC projects at AIX Hamburg

By **Rachel Debling** on March, 28 2018 | Connectivity & Satellites



Lufthansa Systems and Lufthansa Technik present "One World of IFEC services" at this year's AIX in Hamburg. (Copyright: Lufthansa Systems)

The Lufthansa Group announced on March 28 that [Lufthansa Systems](#), [Lufthansa Technik](#) and [Retail inMotion](#) have formed partnerships with the intent of driving "the digital transformation above the clouds" and will be demonstrating their IFEC and e-commerce solutions at [AIX Hamburg](#) in booths 4B11 (Lufthansa Systems) and 6B80 (Lufthansa Technik).

The Lufthansa Group offers the professional support, organization and resources that an airline needs, according to the company's press release. One of the results of a collaboration between Lufthansa Systems and Lufthansa Technik is BoardConnect, a multi-functional onboard IT platform with broadband Internet access which can also serve as the basis for an Internet portal.

Another development that will be presented at this year's AIX is the Power-&-Safe solution for BoardConnect Portable, created by Lufthansa Technik in close cooperation with Lufthansa Systems and currently being installed by [Air Europa](#). The BoardConnect Portable Mobile Streaming Unit (MSU) can be stored in a safe inside the overhead storage compartment, and an additional battery supply eliminates the need for battery replacement.

Lufthansa Systems' collaboration with Retail inMotion will also be highlighted at the show. The companies will be showcasing how the BoardConnect open aircraft IT platform can be integrated with Retail inMotion's e-commerce solution, powered by their onboard retail management software,

Vector. Personalization is a large focus of this platform, allowing passengers to create a profile from which the software will recommend personalized content.

Jan-Peter Gaense, Head of Passenger Experience Products & Solutions at Lufthansa Systems, commented in a statement: "The interest in IFE and additional digital on-board offerings has always been very high. After a phase of mostly gathering information and evaluating, we now see more airlines ready to select a specific solution. Depending on the focus of the airline, they either opt for a short-term commitment with a portable solution or move straight to IFEC. Lufthansa Systems is one of the few providers who can deliver customized solutions based on the BoardConnect platform and in cooperation with partners to cover all variations and fleet types along the entire value chain."

BoardConnect also provides a streaming technology solution through which passengers can access entertainment on their own devices. The product suite includes the classic BoardConnect, the flexible BoardConnect Portable and the BoardConnect Plus connectivity solution, each running the BoardConnect 5.0 open aircraft IT platform for quick and easy integration. Lufthansa Systems' BoardConnect Media Services can also provide content in the forms of movies, TV series, music and magazines.

Gaense will be taking part in a panel discussion titled "Making IFE accessible for everyone" on Wednesday, April 11, 11:30 a.m. to 12:30 p.m. Register online for free by clicking [here](#).