
Aeromexico goes live with Bluebox IFE

By **Maryann Simson** on March, 20 2013 | Inflight Entertainment



Bluebox Avionics has announced that Mexico's flag carrier Aeromexico has implemented the Bluebox Ai portable inflight entertainment system to provide its customers with inflight entertainment.

The Bluebox solution made its first appearance for Aeromexico on the inaugural flight between Mexico and the UK in December ahead of the deployment of more than 250 units across a number of Aeromexico's long haul services over the last month. This is the first portable IFE service utilizing the fourth generation iPad.

Bluebox provides Aeromexico's customers with access to Hollywood early window content as well as a range of other movies, television programs, audio, reading and gaming content.

"The iPad provides a superb platform for the delivery of inflight entertainment. The Bluebox Ai solution provides Aeromexico customers with a great blend of content, including early window Hollywood movies, in a package that is very easy for us to deploy and operate," said Fernando Rojas Hernandez, Service Planning Manager at Aeromexico, noting the platform's rapid deployment. "It was less than 6 weeks from deciding on Bluebox to bringing the system into service which is quite amazing. The joint efforts of the Bluebox and Aeromexico team really paid off as all understood the desire to launch Bluebox at the same time as our new Mexico to UK service."

David Brown, joint Managing Director of Bluebox, said he is also delighted with the opportunity to provide the carrier with a portable IFE solution.

"This is our first deployment in the region and we are absolutely convinced that it will continue to delight both the airline and its customers," he said. "Aeromexico joins a growing group of airlines that have selected Bluebox Ai with over 7,000 units deployed in the last 15-months alone. It has been a period in which the Bluebox solution has developed to deliver an outstanding IFE experience with

deployment capabilities that are enhanced by the optional protective case and 20 hour battery.”