

Burrana to showcase RISE at Virtual Expo



RISE overhead entertainment

[Burrana](#), platinum sponsor at this month's Virtual Expo, will use the digital event to highlight its IFE platform RISE that launched in June. It is a flexible, scalable, and configurable IFE platform that consists of hardware, software, apps and services delivering seatback, wireless and overhead entertainment, as well as in-seat power, for narrow and wide body aircraft covering line fit and retrofit installations. Powered by a single software stack, shared hardware, and common power backbone, RISE can easily be scaled up or down depending on business need.

Burrana will demonstrate the platform's seatback, wireless and overhead entertainment options, as well as in-seat power, giving airlines the ability to change the user experience themselves, without costly ATPs or FSATs.

"RISE was created to solve airlines' most challenging issues regarding inflight entertainment, while providing passengers with an experience unlike any others," said David Pook, Vice President of Marketing and Sales Support at Burrana. "The name of it comes from the fact that we want to approach the traditional IFE issues in a different way."

Visitors can join the LIVE session, hosted by Pook, at the Burrana booth.