
GuestLogix signs with Asia's largest airline, China Southern

By **Lauren Brunetti** on July, 12 2013 | Inflight Entertainment



GuestLogix Inc, the leading global provider of onboard retail and payment technology solutions to airlines and the passenger travel industry, has announced an agreement to deploy its onboard retail technology platform including POS handheld devices to accept China UnionPay bank cards onboard China Southern Airlines.

GuestLogix' solution will be deployed to enable the purchase of inflight seat upgrades using a secure, convenient solution onboard China Southern aircraft. This win marks the global introduction to China UnionPay card acceptance in an inflight environment, as well as represents GuestLogix' continued expansion into the Asia Pacific region.

"Our focused efforts in Asia Pacific are truly paying off as we welcome China's largest airline – the fifth largest airline in the world – into our customer base," said Brett Proud, President & CEO of GuestLogix. "As the market leader in Asia Pacific, China Southern is carving its own path, staying true to its reputation as an innovator in terms of both technology and customer service. We are thrilled to assist China Southern with its unique inflight seat upgrade offerings, by enabling the offline acceptance of China UnionPay cards on international long-haul routes for the very first time in the industry."

GuestLogix' PCI-compliant handheld POS devices will be deployed for the acceptance of China UnionPay bank cards for the purchase of inflight seat upgrades. In collaboration with China UnionPay and China Merchant Bank, GuestLogix will support China Southern's payment processing of accepted cards onboard. Implementation of the GuestLogix platform will enable improved in-cabin service and an enhanced customer experience, while allowing China Southern to generate ancillary revenues via a new and innovative form of onboard merchandising.

"With ongoing commitment to the philosophy of "starting from customer experience and valuing every service opportunity", we constantly provide the experiences that exceed our passengers' expectations," said Zhou Junbao, General Manager Marketing, Commercial Steering Committee of China Southern Airlines. "As an airline known for putting our customers first, we are pleased to be adding inflight seat upgrades to our repertoire of offerings that will enhance the inflight experience for our passengers. By joining forces with leaders in onboard retail and payment technology, we are able to provide this exciting new luxury onboard our flights."

China Southern is the largest airline in Asia in terms of fleet size, route network and passenger capacity. The carrier services more than 193 destinations in 35 countries and regions worldwide, with a strong emphasis on flights within China and Asia, and international service to Europe, America, Australia and Africa.

"We are delighted that China Southern identified GuestLogix as the best solution provider to partner with for the introduction of seat upgrades and secure credit card acceptance onboard," said Ilia Kostov, EVP Global Sales, GuestLogix. "On the heels of GuestLogix' entry into the Hong Kong and

Chinese markets, we couldn't be more pleased to secure this new agreement with Asia's largest airline customer. Our Company, and our Asia Pacific office in particular, will continue to develop our global presence by seeking out new business and partnerships in the local airline industry."

In 2012, China Southern Airlines transported more than 86 million passengers, making it the largest airline in China for the 34th consecutive year.