
IFE Services signs on Royal Brunei and South African Airways

By **Rick Lundstrom** on September, 6 2013 | Inflight Entertainment



For Royal Brunei, the agreement covers the provision of in-flight entertainment for the airline's fleet of A319, A320, 777 and new 787 aircraft. The IFE package supplies content for individual audio video on-demand (AVOD) seat-back and PTV screens and also on overhead screens on part of the fleet. IFE Services will include a selection of latest release and classic Hollywood movies well as international films from the Middle East, France, Germany, Spain, Japan, India and China.

A wide choice of comedy, business, drama and documentary television shows will be included plus numerous audio channels and music. IFE Services will also produce the airline's printed in-flight entertainment guide.

IFE Services is also providing Royal Brunei Airlines with iPads that will be offered on a complimentary basis to passengers in business class on some flights and also used as backup for embedded systems on some aircraft. The iPads will have Hollywood and international movies, television shows, music and games.

IFE Services announced September 6 that it would continue to meet the IFE needs of its long-standing client, South African Airways.

IFE Services will supply South African Airlines with movies from Hollywood, Africa, Asia and other regions plus a broad mix of comedy, children's, nature, lifestyle, arts, business and sports TV programs. Also part of the agreement is informational videos, idents and other original production work when required. In addition to managing IFE content acquisition and supply, IFE Services will take care of the airline's digital file management requirements.