
iPad minis now IFE of choice for Hawaiian 767-300s

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The airline has contracted with [Bluebox Avionics](#) to equip 1,500 iPad minis on 14 767s aircraft serving 14 routes between Hawaii and the U.S. Mainland, Asia and South Pacific. The iPad minis will replace all current portable entertainment systems.

“Hawaiian Airlines’ signature on-board hospitality is already very popular with travelers, but we wanted to go even further to ensure our customers’ travel experience is more enjoyable,” said Blaine Miyasato, Hawaiian Airlines Vice President of Product Development. “With the help of Bluebox Avionics, we’re building on our acclaimed inflight service by incorporating the latest in popular consumer tech products to enhance our in-flight entertainment options.”

With the iPad mini will have more than 100 hours of the latest Hollywood releases, television shows, and interactive games. The iPad minis are complimentary in Business Class on all 767 routes and available for rent in Economy Class for US\$15 if reserved at departure gate before boarding (\$17 if rented in-flight). The players will be subject to availability, on North America, Brisbane, and Pago Pago routes.

“We are delighted to be working with Hawaiian Airlines as our first U.S. client to deploy the Bluebox Ai IFE solution on the iPad mini,” said David Brown, Joint Managing Director of Bluebox Avionics. “At Bluebox Avionics, we understand the importance of the need for high-quality passenger experience aboard the aircraft, and we are also well-tuned to providing capabilities that are simple and efficient for our airline partners to manage.”

Hawaiian Airlines currently operates 767-300 aircraft between Honolulu and Oakland, San Jose, Sacramento, Seattle, Phoenix in the U.S.; Fukuoka and Sendai, Japan; Seoul, South Korea; Brisbane, Australia; Papeete, Tahiti; and Pago Pago, American Samoa. In addition, Hawaiian Airlines 767 routes also include service between Kahului, Maui and San Jose, Oakland and Seattle.