SAS is RAVE’s first line-fit customer

By **Tanya Filippelli** on September, 17 2013 | Inflight Entertainment

Scandinavian Airlines (SAS) has chosen Zodiac Inflight Innovations, previously The IMS Company, for both line-fit and retrofit aircraft. The innovative RAVE™ IFE system will be installed on 7 retrofit aircraft (A330’s/A340’s) and 4 similarly configured long-range line-fit aircraft. SAS will be flying with RAVE™ in early 2015.

“RAVE was the best choice in terms of TCO, total cost of ownership, for SAS. RAVE meets all our requirements concerning innovation, enhanced passenger experience, cost, weight and maintenance. It is user friendly both for passengers and our crew members,” said Johan Mägi, Head of Onboard Product & Services.

While Zodiac Inflight Innovations has had much success in the airline retrofit market, and currently serves more than 20 loyal airline customers, entry into the line-fit market is a new and exciting opportunity.

“This will not only expand the RAVE™ product line and customer base, but will bring a fresh outlook on affordability and choice to the line-fit market,” said Larry Girard, Executive Vice President of Business Development.

Zodiac Inflight Innovations is eagerly pursuing other line-fit platforms to expand its product’s reach and better serve the airline market.

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