
SpiceJet opts for BoardConnect Portable

By **Rick Lundstrom** on April, 20 2017 | Inflight Entertainment



[SpiceJet](#) will offer in-flight entertainment (IFE) and e-commerce through BoardConnect Portable from Lufthansa Systems.

Both parties signed a Letter of Intent (LOI) after the Aircraft Interiors Expo this month in Hamburg. Passengers of SpiceJet will be able to use the new service this year.

“Enhancing customer experience and comfort on-board has always been our prime focus at SpiceJet. SpiceJet expects to be the first low-cost carrier in India to provide this unique entertainment and shopping experience to its customers,” says Ajay Singh, Chief Managing Director at SpiceJet, in today’s announcement.

BoardConnect Portable combines all of the technical components needed for an IFE system – such as a server and access points – in its Mobile Streaming Unit (MSU). The unit is about the size of a conventional tablet, powered by a battery module, thus avoiding any elaborate cabling. MSUs qualify as non-permanently installed equipment and can be mounted or removed without affecting other components in the aircraft, for example in the galley. Fitting and certification are not required.

An integrated modem allows rapid wireless updates of content while the aircraft is on the ground. The BoardConnect digital platform caters for easy hosting and seamless integration of third-party elements such as e-commerce. This concept convinced SpiceJet. In the near future, passengers can access a variety of entertainment and e-commerce offers of SpiceJet during a flight via their own smartphones and tablets.

“We are proud that with SpiceJet, an extraordinary innovative low-cost airline from India has chosen our award-winning IFE solution BoardConnect Portable,” says Norbert Mueller, Senior Vice President BoardConnect at Lufthansa Systems. “We are looking forward to team up with SpiceJet for a fast and smooth roll-out project.”

SpiceJet is an Indian low-cost carrier based in Delhi. With a fleet of 55 aircraft made up of 737s and Bombardier Q 400, SpiceJet offers mainly domestic flights within India and connections to destinations in Southeast Asia.