Virgin Australia unveils new wireless inflight entertainment

By **Tanya Filippelli** on September, 20 2013 | Inflight Entertainment

Virgin Australia has officially launched its new wireless inflight entertainment system.

The entertainment platform gives customers in the Asia Pacific region the ability to stream content to their own devices, including smartphones, laptops and tablets, through inflight wireless technology.

Thirty-seven aircraft are now fitted out with the new technology, including aircraft operating on routes to New Zealand and the Pacific Islands.

“We know that inflight entertainment is a key driver in customer satisfaction,” said Mark Hassell, chief customer officer at Virgin Australia.

“Wireless technology also gives us the freedom to constantly enhance the content and functionality, which is valued by customers who travel regularly on these short to medium-haul flights,” Hassell added.

The roll-out across Virgin Australia’s Boeing 737-800 and Embraer E190 fleet will be complete before the end of the year.

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