GEE supplies 'app-free' entertainment on Southwest

Global Eagle Entertainment Inc. is launching a series of improvements across Southwest Airlines' Inflight Entertainment Portal that will allow passengers to stream inflight content direct to their smartphone, laptop or tablet without having to download an app before they board.

Hollywood movies and TV series protected under Digital Rights Management (DRM) can now be played on Southwest's Inflight Entertainment Portal via selected iOS, Android or Windows operating systems on selected browsers. Global Eagle uses the latest media encryption standard - Common Media Application Format (CMAF) - to reduce encoding requirements so that multiple DRM technologies can be used on a single video file.

"At Global Eagle, we are passionate about providing airlines and their customers with seamless access to inflight entertainment, said Per Norén, President, Global Eagle, in today's announcement. "This release enhances the customer experience, helping to drive engagement and consumption of onboard content and connectivity."

As part of the series of updates, Global Eagle is introducing Cinemagraphs to the Southwest Inflight Entertainment Portal, displaying an animated movie poster to further engage customers.

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