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# IAG selects Immfly for inflight digital platform

By **Rick Lundstrom** on March, 17 2020 | Inflight Entertainment



[Immfly](#) yesterday announced it has secured a long term partnership with [International Airlines Group](#) of [Aer Lingus](#), [British Airways](#), [Iberia](#), [LEVEL](#) and [Vueling](#).

Immfly's specialist onboard software services will support the development and maintenance of IAG's universal platform (.air). The platform has deployed connectivity service across a large part of the Group's fleet to deliver a consistent digital customer experience, with built in flexibility to tailor the offering to each airline's brand and customer proposition.

Immfly provides onboard connected digital services specialised in enhancing customer experience, optimizing operations and maximizing revenues. The announcement follows a longstanding wireless inflight entertainment collaboration of more than five years between Immfly and the Group's airline Iberia Express. IAG now intends to enhance the .air platform with new features, products, services and retail opportunities designed to progressively unlock new revenue streams and increase customer satisfaction.

"The partnership with IAG and Immfly brings together a world leading airline group composed of top tier aviation brands in Ireland, UK and Spain, with the industry's foremost partner for pioneering cabin digitalization" said Immfly's Executive Chairman Jimmy Martinez von Korff in yesterday's announcement.

"Together, IAG and Immfly will provide digital engagement tools and resources that will enhance the journey of millions of customers."

"The partnership with Immfly will enable IAG to deliver new personalized services and expand the product range offered to our customers across entertainment, retail and loyalty" said Andrea Burchett, Group Head, IAG Connect at International Airlines Group. "We are excited to work together to develop services that innovate and disrupt the market by leveraging our combined knowledge and expertise for the benefit of our customers and airlines".