

gategroup digital retail solution brings shopping into passengers' hands

[gategroup](#) has announced that its passenger-facing digital retail solution ePax is now available through [gateretail](#). The application lets passengers directly interact with crew and navigate their journey through their person smart device.

ePax is the new generation of gateretail's proprietary end-to-end retail solutions. ePax removes the requirement for both a printed menu and a retail catalog onboard. Passengers can instead use their own devices to access a retail web service which is operational in both online and offline cabin environments. Passengers can choose from a range of products including a growing range of travel and destination services to assist their journey.

The platform is powered by social prediction tools provided by gategroup's partner, [Black Swan Data](#). Black Swan's industry-leading social prediction tools help to forecast consumer preferences and traveler demands which can create enhanced passenger experiences and drive additional value that gateretail can present to airlines and passengers.

"Passenger insight data reinforces the desire from passengers for convenient, safe, and more personalized solutions like ePax," reads the July 15 news release from gategroup.

ePax also makes improved cabin service efficiency possible as it minimizes or eliminates the need for airline crew to undertake several steps in the service model. The platform is built for flexibility and can be offered as a standalone system or integrated with existing inflight connectivity platforms.

"The most important step for airlines right now is to ensure passenger and crew safety as the world starts flying again," said Federico Germani, Chief Commercial Officer at gategroup. "Airlines are seeking retail technology that is effective in this new operational setting. In parallel to safety and efficiency, we also want to strengthen airlines' ancillary revenue streams, particularly by widening the portfolio of products relevant to a passenger's journey. Until now, we have been limited by what we can stock on the trolley. Tomorrow, we are only bound by the appetite of the passenger. ePax 'breaks open' the trolley, delivering new options in a contactless manner through this true digital transformation."

Adds Black Swan Data CEO, Steve King: "We have seen increased demand from carriers who want to digitalize their retail offer. ePax's innovations, including data-driven mobile product stores, digital payment options, and intelligent recommendations, help airlines deliver safer on-board retail models, while enhancing passenger choice and ancillary revenues. We are embarking on a new era of inflight retail, one that is more attuned to the experience at home."

gateretail, in partnership with Black Swan Data has delivered a series of digital innovations in retail technology over the past two years. gateretail's iOS eCrew solution is already in service with many of its retail carriers, providing next generation capabilities for crew. ePax now delivers the same level of innovation for passengers.