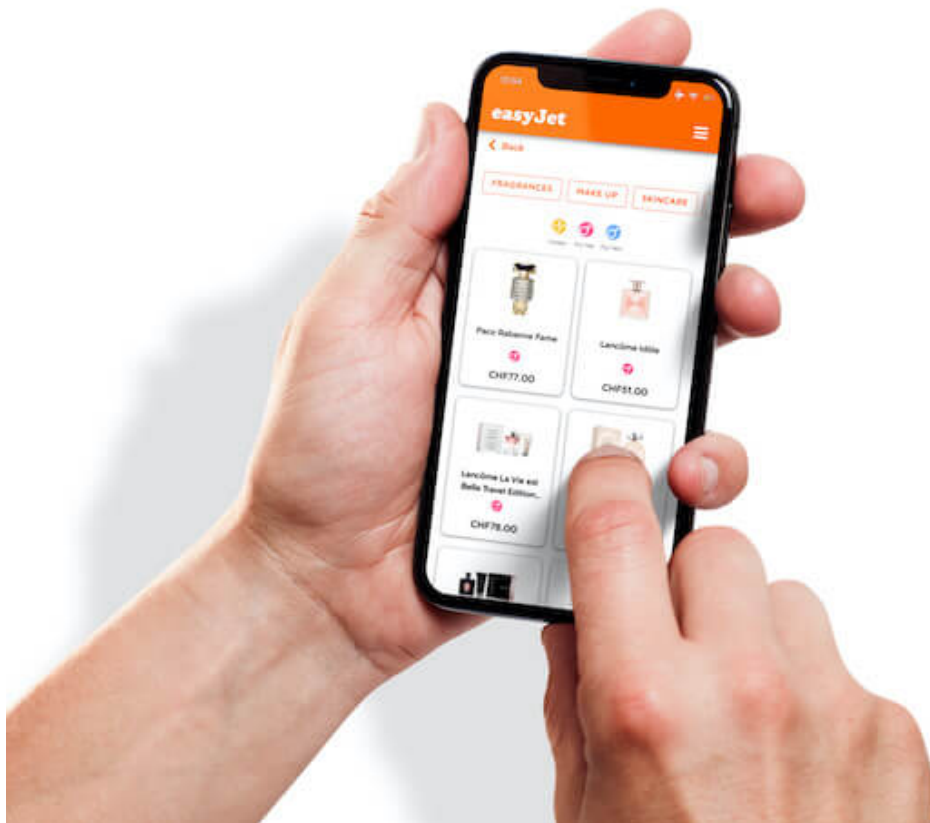


AirFi deploys portable streaming solution on easyJet



To access the content, passengers connect to a local Wi-Fi network created onboard by AirFi's solution

Following a successful trial with [easyJet](#)'s full fleet of 27 Swiss-registered aircraft, inflight technology provider [AirFi](#) announced today the further deployment of its portable streaming solution across the remainder of the airline's continental European fleet.

In October this year, the airline trialed AirFi's technology onboard as part of an ongoing campaign to deliver an industry-leading digital onboard experience to its customers across Europe. Having deemed the initial trial to be a success, the airline has now equipped an additional 108 aircraft with AirFi's streaming technology, the December 19 release said. The technology powers a customized wireless engagement portal enabling passengers to access games, journey-specific content and airline information, plus browse inflight retail offerings using their own mobile phones, tablet or laptops.

"AirFi has been able to meet our ambitious timelines for this project and has integrated well with our existing partners," said Simon Cox, easyJet's Director of Inflight Retail. "As a bonus, we've been able to save a lot of paper by digitizing materials like menus and magazines that were once found in the seatback pocket. It's always a win when you can reduce waste while simultaneously improving the passenger experience!"

To access the content, passengers connect to a local Wi-Fi network created onboard by AirFi's solution. Aircraft do not need to be taken out of service for this digital upgrade. Access to the content

is free, and there is no requirement for passengers to download an app before the flight or share personal information to get connected.

With the addition of all easyJet's remaining continental EU-registered aircraft to the program, the majority of the airline's fleet is now offering this digital platform to passengers throughout their flights.

"We're thrilled to have been able to expand our work with easyJet and to help deliver engaging digital experiences to passengers all around Europe," said Job Heimerikx, CEO of AirFi.