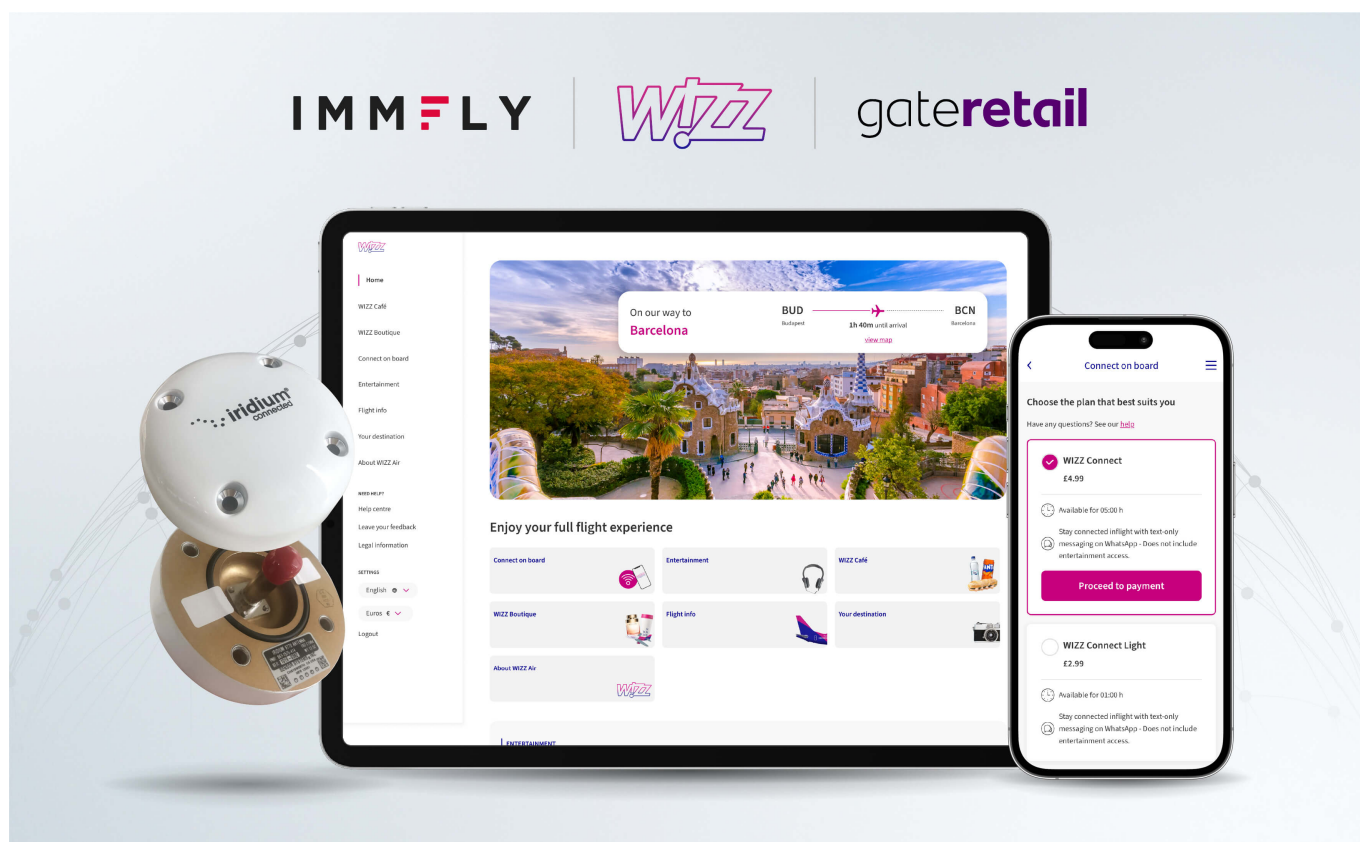


Immfly, Wizz Air and gateretail launch integrated digital cabin ecosystem



Immfly, Wizz Air and gateretail unify onboard retail, passenger and crew connectivity and operational data with digital cabin ecosystem

[Immfly](#), [Wizz Air](#) and [gateretail](#) have launched an integrated digital cabin ecosystem that unifies onboard retail, passenger and crew connectivity, and operational data into a single platform, marking a significant step forward in the digital transformation of Europe's commercial aviation sector.

The collaboration brings together Immfly's digital cabin technology, gateretail's inflight retail expertise and deep understanding of passenger buying behavior, and the Equilux-Iridium connectivity solution to deliver a more connected, efficient, and engaging onboard experience across Wizz Air's fleet.

Ian Malin, Chief Commercial Officer at Wizz Air, said, "This launch is about rethinking what the onboard experience looks like in a low-cost environment. We are investing in smart, scalable technology that gives customers more control and more choice, from ordering at their seat to staying connected in the air. At the same time, it helps our crews deliver a faster, more seamless service. We are constantly exploring smarter ways to operate our fleet and deliver more for our customers, and this is a clear example of that approach in action."

A new model for the digital cabin

The joint initiative represents a significant step in Wizz Air's digital transformation strategy. By integrating connectivity, retail and operational data flows, the airline will be able to enhance the passenger experience, improve crew efficiency, and unlock new revenue opportunities — all while enabling real-time decision support for cockpit and operations teams.

This milestone includes the rollout of two flagship programs: a fleetwide deployment of Immfly's Bluetooth-enabled in-seat ordering solution, and a six-month Proof of Concept for low-bandwidth connectivity using Immfly's Equilux server and the Iridium satellite network.

Fernando Guinea, President of Immfly, said, "This partnership marks a major step forward in bringing the digital cabin to life. With Immfly's unified digital ecosystem at the core — combining retail, connectivity, and operational data — we're enabling Wizz Air to elevate every aspect of the onboard experience. From Bluetooth in-seat ordering to real-time operational insights, this programme demonstrates how Immfly's technology drives stronger engagement, higher retail performance, and meaningful operational and commercial efficiencies across the airline."

In-seat ordering via Bluetooth rolls out fleetwide

After months of joint development and extensive testing, Immfly and Wizz Air have now deployed Bluetooth-enabled in-seat ordering across the entire fleet of more than 260 Airbus A320 and A321 aircraft.

Passengers who download the airline app before their flight will be able to browse and purchase food, beverages, and boutique items directly from their personal devices — even without internet access. Orders are transmitted via Bluetooth to the crew, improving service efficiency, reducing wait times, and enabling a more personalised retail experience.

This initiative is powered by Immfly's unified retail and cabin-digitalisation ecosystem, and integrated with gateretail's in-flight retail systems and commercial know-how, helping translate onboard demand into a more intuitive and effective retail experience.

Jose Lirio, VP at gateretail, said, "In-seat ordering by Bluetooth represents an important breakthrough for both passengers and airline partners. It gives passengers a more seamless way to shop the onboard offer, while giving crew real-time visibility to support efficient fulfilment. Backed by gateretail's expertise in passenger behaviour and retail technology, it is designed to strengthen engagement and unlock greater revenue potential."

Equilux-Iridium connectivity programme enters Proof of Concept

In parallel, Immfly and Wizz Air have also launched a new low-bandwidth connectivity solution trial, powered by Immfly's proprietary Equilux server and Iridium's global satellite network. The Proof of Concept will run for six months across five aircraft in the UK, with results expected in late summer.

The program enables a new suite of premium onboard services, including:

- Wireless inflight entertainment purchases (movies, TV shows, podcasts, music, games, and kids' content)
- Messaging packages, including multiple WhatsApp bundle options
- In-seat ordering for food, beverages, and boutique items
- Live payment authorisation enabled through Iridium connectivity
- Real-time operational data, including flight information, moving map, and destination content

Beyond passenger-facing features, the programme also introduces cockpit-application integration — a key innovation that enables real-time data sharing and decision-support tools. This capability will support improved route planning, fuel optimisation, and new cost-saving opportunities for Wizz Air, embedding operational efficiencies directly into day-to-day flying. Pending successful trial results, the

programme may expand to additional aircraft.

Built on Immfly's lightweight, modular architecture, and supported by Iridium's reliable global connectivity, the solution enables rapid, low-impact implementation. The ongoing commercial evaluation strengthens the partnership between Immfly and Wizz Air, laying the foundation for further digital transformation as the airline modernises and expands its fleet.