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# Inmarsat connectivity starts on AirAsia

By **Rick Lundstrom** on September, 20 2019 | Connectivity & Satellites



AirAsia will have GX Aviation connectivity on its fleet of A320s and A330s

[Inmarsat](#) today announced that its GX Aviation inflight broadband solution has entered commercial service with [AirAsia](#).

AirAsia is currently offering GX Aviation to passengers onboard a number of initial aircraft through its [RedBeat Ventures](#) subsidiary, [ROKKI](#). Passengers are being offered a free trial on GX Aviation-equipped aircraft from today until September 30.

The service integrates with the airline's entertainment and e-commerce platform, allowing passengers to access a variety of free entertainment, music, games, news and shopping using their personal mobile devices. It will be rolled out across AirAsia's A320 and A330 fleet over the next year.

"As the pioneer of LCC inflight Wi-Fi in the region, we are always looking for ways to redefine the inflight digital experience for our guests," said Aireen Omar, AirAsia Group President (RedBeat Ventures). "Introducing Ka-band, powered by ROKKI, is the next logical step in this process, with the enhanced inflight connectivity allowing our guests to stay connected throughout their journey and perform data-intensive activities such as live-streaming. This also enables better real-time analytics, allowing us to offer more personalized services to AirAsia's 100 million guests annually."

In other news, Inmarsat recently signed landmark agreements to develop a new generation of GX satellites. These include the ground-breaking GX7, 8 and 9 satellites, which feature thousands of

dynamically-formed beams that direct capacity over high-demand areas, and the new GX10A and 10B Arctic payloads, which will be the only broadband satellite service dedicated to that region.