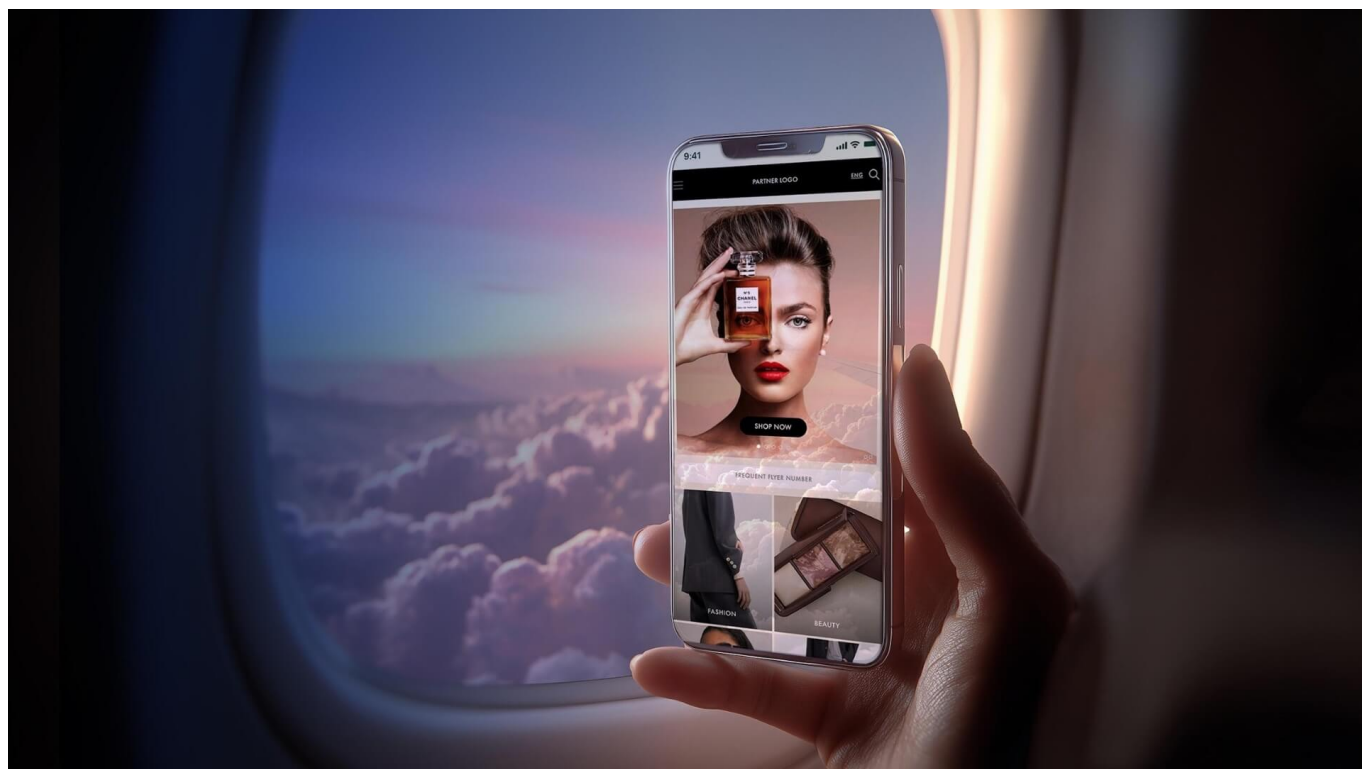


InterLnkd unveils AirMall solution to monetize Wi-Fi through digital retail



AirMall digital shopping platform connects passengers to brands while onboard

[InterLnkd](#) has introduced AirMall, its onboard retail solution to turn an airline's inflight Wi-Fi into a full-scale digital shopping platform. AirMall will connect travelers to more than 20,000 brands in the air.

Deployable across an airline's entire route network, AirMall gives carriers a way to offset the cost of inflight connectivity with no onboard stock or crew involvement.

The white-label solution plugs into any airline's captive portal, enabling passengers to browse a personalized selection of fashion, beauty and essential products via their own devices, with purchases delivered directly to their home or travel destination.

Barry Klipp, CEO of InterLnkd, said, "Free, fast Wi-Fi is becoming an expectation, leaving airlines to fund an expensive connectivity stack without charging for access. That's why we built AirMall: a simple, plug-and-play solution that lets carriers engage and monetise their onboard Wi-Fi users. It is the first inflight retail solution to break free from the constraints of pre-loaded airline catalogues and airport delivery, giving passengers the same convenience and choice they expect on the ground."

AirMall is a simple, vendor-agnostic addition to any airline's existing onboard Wi-Fi. The platform supports inflight payments, integrates seamlessly with airline loyalty programs and uses an intelligent matching engine to curate relevant products based on the passenger's profile and destination.