

# Norwegian Air chooses Anuvu for inflight WiFi



Anuvu's award-winning inflight connectivity solution will be upgraded into Norwegian Air's system across the entire fleet

Connectivity provider [Anuvu](#) announced a renewed partnership with [Norwegian Air Shuttle](#) for inflight connectivity (IFC) on current aircraft and additional 737 MAX aircraft the airline is acquiring.

Anuvu will upgrade the currently installed IFC hardware with its award-winning Dedicated Space™ technology and install this new equipment on Norwegian's new aircraft, providing a more consistent and stable inflight internet experience for passengers and crew, as well as significant improvements in upload and download speeds.

Dedicated Space, which uses proprietary software to dynamically distribute capacity based on need, will be added first to 737 NG aircraft later this year, then on Norwegian's 737 MAX orders, expected to arrive through 2030.

Norwegian Air Shuttle's partnership with Anuvu is entering its twelfth year, and the renewal of their agreement signifies a continuation of their strong collaboration. Their partnership began in 2011 when Norwegian Air Shuttle became the first European airline to offer Wi-Fi on single-aisle aircraft using Anuvu's connectivity solution.

"Norwegian Air Shuttle is an exemplary airline with a strong focus on their passengers and a customer we have been pleased to support for over a decade. Upgrading the airline's inflight connectivity experience with Dedicated Space is a significant advancement for Norwegian and a major achievement for the Anuvu team," said Nancy Walker, Anuvu SVP Commercial, Aviation Connectivity, in an April 20 press release. "This agreement reflects confidence in our ability to remain innovative and deliver connectivity solutions that meet rapidly evolving consumer demands."

Designed exclusively for mobility customers, Dedicated Space merges modem technology with an AI-driven dynamic Network Management System (NMS) to optimize network performance. The solution provides faster satellite handover times of less than one second, significantly faster than the industry average and also offers increased upload performance and latency reduction. In addition, the modems and ground equipment are easy to upgrade, require minimal downtime, and are customized to eliminate unnecessary costs. First deployed in 2022, the company has completed more than 500 system installations to date.

“Providing our passengers with a next-generation inflight experience is a priority,” said Norwegian Air Shuttle Chief Marketing and Customer Officer Christoffer Sundby, in the same press release.

“We have analyzed this IFC solution carefully and have been impressed by the performance and efficiencies it delivers. With Anuvu, we look forward to elevating the passenger experience of our Wi-Fi across the fleet. And we look forward to following the evolution of IFC technology together with Anuvu over time.”