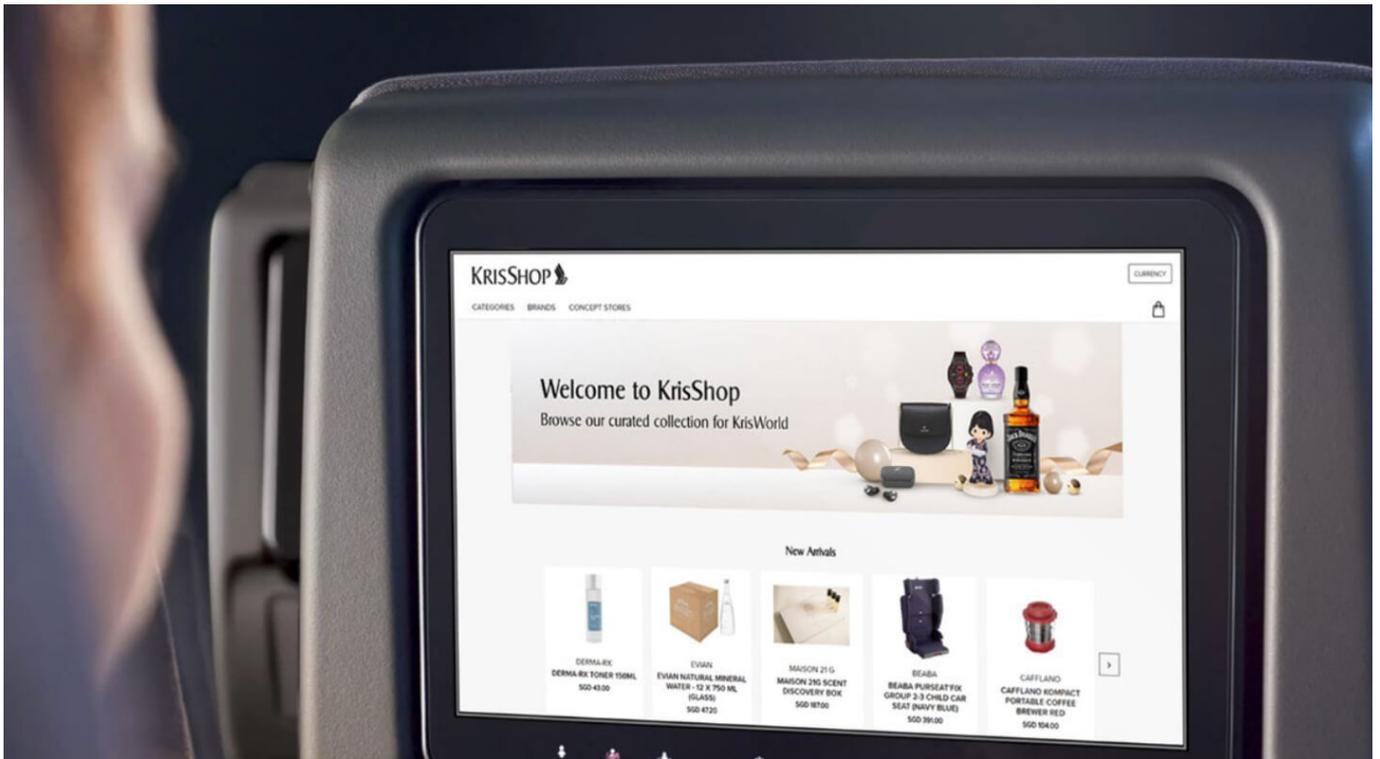


Omnevo adopts airfree technology



The first rollout of the new joint platform was launched on Singapore Airlines and is being expanded across the airline's A350 fleet

Digital ancillary services company [Omnevo](#) has partnered up with inflight digitalization specialist [airfree](#). The partnership helps Omnevo's omnichannel platform reach passengers in the aircraft cabin that is normally restricted by low connectivity, expanding revenue opportunities.

Omnevo founder Kian Gould said that with the traditional inflight revenue model in decline, this expansion of the Omnevo platform delivers an inflight digital experience that benefits airlines.



Omnevo Founder Kian Gould

“At Omnevo, we are always open to the development of strategic, agile collaborations like this as the key to providing the comprehensive digital experiences that customers love and increasingly expect, transforming the revenue potential for both FSCs and LCCs,” said Gould. “Through this collaborative mindset, we can help any airline drive new levels of operational efficiencies and create stronger, more stable ancillary revenue streams in the highly challenging years ahead.”

The first rollout of the new joint platform was launched on Singapore Airlines’(SIA) KrisShop, and is being expanded across the airline’s Thales-enabled A350 fleet. The rollout is the first stage of the partnership between the two companies and will serve as a blueprint to add the new platform across any Wi-Fi-enabled aircraft in the future.

SIA passengers can now engage with the platform at any point in their journey, including pre-order, inflight shopping, post-flight and loyalty shopping with a curated selection of more than 4,000 products ranging from beauty and fragrances to electronics and liquor, as well as exclusive KrisShop and SIA merchandise.

“airfree’s expertise in optimizing the inflight shopping experience through our unique and innovative technology, combined with Omnevo strong ground-based E-commerce solution, provides all the necessary tools for airlines willing to develop their own E-commerce offer,” said Etienne de Verdelhan, airfree’s CEO.