

Aeroflyer taps Bluebox for IFE



The Bluebox system will offer passengers movies, TV programs, a moving map, and more

[Aeroflyer](#), a new charter airline based out of Kelowna, British Columbia, and providing passenger charter services across North America, has selected [Bluebox Aviation Systems](#) to provide wireless streaming services across its fleet of 737 aircraft.

Initially, Aeroflyer will deploy Bluebox's digital platform on its first two aircraft using Bluebox's battery-powered [Bluebox Wow hardware](#). The airline will then migrate to the aircraft-powered version of Bluebox Wow as they expand their fleet.

"Throughout the pandemic Bluebox has helped us to configure a digital platform on a hardware configuration that will suit our needs as a charter airline as it grows, with the variety of purpose required for an IFE system offering today," said Brad Schroeder, Manager of Engineering, in an April 12 press release.

The Bluebox system will offer passengers movies, TV programmes, and a moving map. Other features include revenue generating services such as onboard retail, audio, games, and reading material.

"These are exciting times as we come out of the pandemic with our existing customers returning to and enhancing their Bluebox deployments, and new airlines like Aeroflyer entrusting us in introducing a flexible and powerful digital platform to deliver a rich inflight experience from service launch," said Bluebox CEO Kevin Clark.