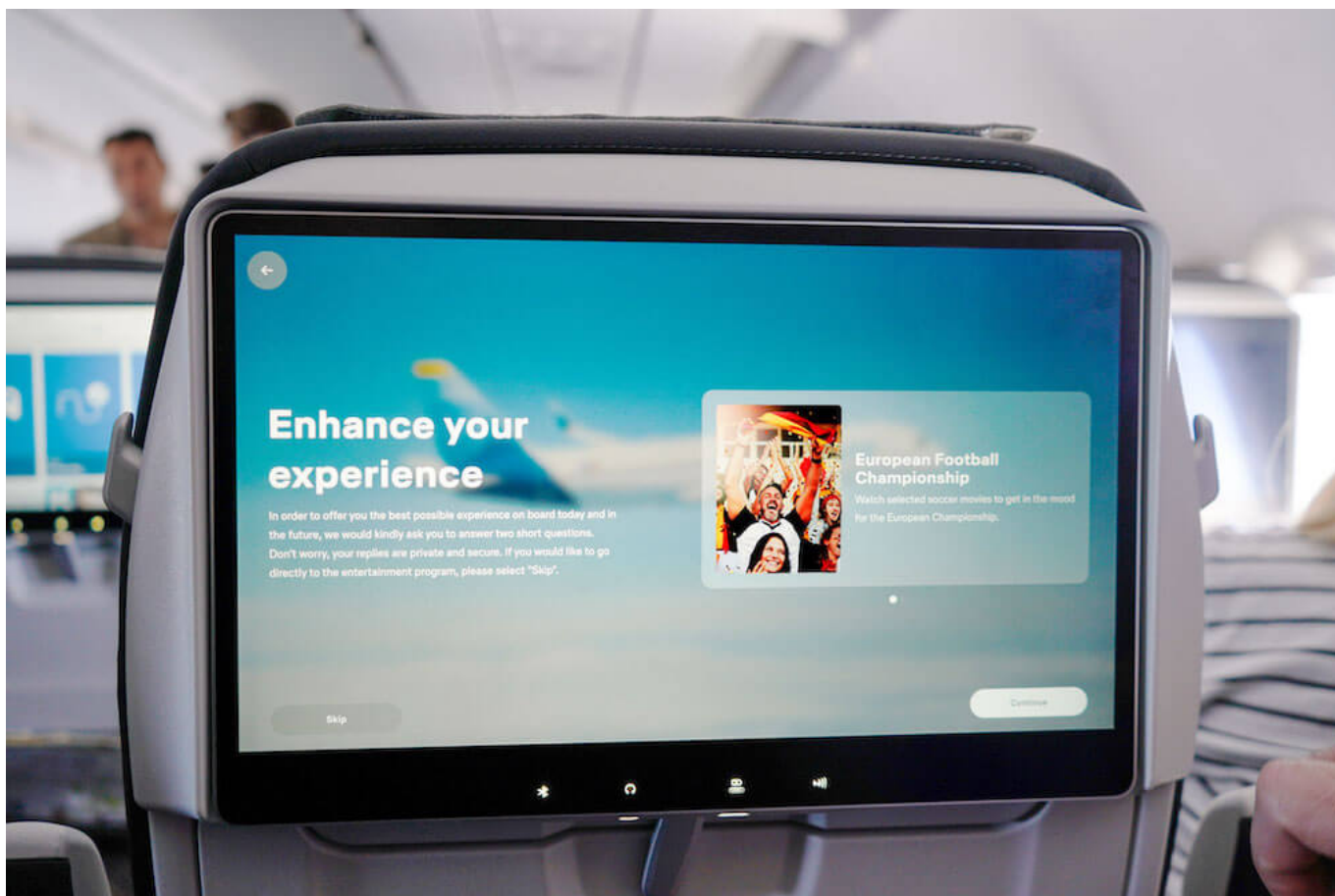


AERQ and Discover Airlines expand football content selection



AERENA on Discover Airlines

[AERQ](#) is now flying and has taken steps to deliver additional football content to passengers on Discover Airlines via the AERENA Inseat System. A [Discover Airlines](#) aircraft received a UI update in order to provide passengers with the content.

“This quick UI change is possible through AERQ’s ground infrastructure AERENA Experience Studio, which empowers airlines to offer their passengers curated, just-in-time experiences around big events such as the European Football Championship,” AERQ said via LinkedIn.

Discover Airlines is the first airline that has installed the AERENA Inseat System by AERQ in one of their A320 aircraft.

With quick over-the-air updates enabled by AERENA, airlines can manage their advertisement real estate day-to-day and integrate short-term content curated specifically for the event on multiple routes. For Discover Airlines, these are movie and ad banners leading to a themed set of football-related movies and series - curated by the airline.