

Air Côte D'Ivoire selects Bluebox's Blueview IFE for Airbus fleet



Air Côte D'Ivoire narrowbody aircraft

[Bluebox Aviation Systems](#) has announced its partnership with [Air Côte D'Ivoire](#) for the deployment of its Bluebox Wow wireless inflight entertainment (IFE) system. This deployment will see Blueview running on battery-powered units across Air Côte D'Ivoire's narrowbody fleet. The deployment is another milestone in the airline's plan for enhancing the passenger experience with digital innovation.

Air Côte D'Ivoire, the national carrier of Ivory Coast, operates routes across Africa and is committed to providing a modern and engaging onboard experience for its passengers. The introduction of Blueview will offer seamless access to digital entertainment, a browser-based platform delivering a range of movies and TV content directly to passengers' devices.

"We are thrilled to be partnering with Air Côte D'Ivoire to bring our innovative Blueview IFE platform to their Airbus fleet," said Kevin Birchmore, VP Global Sales of Bluebox Aviation Systems. "This deployment reinforces our commitment to delivering cost-effective, flexible, and high-quality inflight digital services, helping airlines dramatically improve passenger engagement and satisfaction."

Air Côte D'Ivoire's CEO, Laurent Loukou commented: "With Bluebox's reputation for quality and customer excellence, we are eager to introduce Blueview to our fleet as part of our ongoing commitment to enhancing the onboard experience. This partnership enables us to offer a modern, wireless IFE solution that meets the growing expectations of our passengers."

Bluebox Wow is a lightweight, portable and cost-effective wireless IFE solution, easily deployed across various aircraft types. With a simple, battery-powered design or aircraft-powered, it provides an accessible and engaging passenger experience without requiring complex aircraft modifications.

The Blueview digital services platform offers a customizable and scalable solution that enables airlines to provide entertainment, onboard retail, advertising and more through an intuitive browser-based interface.