

Air Serbia trials Bluebox's digital platform



Air Serbia aircraft takes to the skies

[Air Serbia](#) has announced a trial of [Bluebox Aviation Systems Ltd.](#) (Bluebox)'s Blueview digital passenger services platform. The platform, hosted on the Bluebox Wow portable wireless system in a battery-operated format, will allow passengers to stream entertainment content on their personal devices onboard Airbus and ATR aircraft, the press release said.

The [Blueview platform](#) is configured for the trial period with customized Air Serbia branding in three languages, offering entertainment content, a moving map and passenger feedback surveys.

"We have committed to plans to digitally transform our operations and today we are taking a great step towards doing so in our onboard customer experience by introducing Bluebox's Blueview technology," said Boško Rupić, General Manager Commercial and Strategy, Air Serbia. "Backoffice transformations have their challenges, but we have learned that when testing within a live service environment it's even more critical that you think like your passengers. We know that habits changed over the pandemic - doing more on personal devices, including streaming entertainment. Our assessment of what is available in the market combined with recommendations from other airlines assured us that Blueview was the best option to test demand with paying passengers."

Blueview was the 2023 recipient of the PAX Tech Readership Award for Technology. The software platform offers a browser-based portal for digital services, ranging from inflight entertainment to onboard retail. It also has the functionality to ensure the secure delivery of content, third-party app integration, content management and analytics.

The platform is a digital space where airlines and passengers engage and connect through entertainment and other passenger services, with the airline earning ancillary revenue through the

interactions.

Bluebox Wow is the hardware that deliver the Blueview digital services platform to airline passengers wirelessly in any cabin. The device is the size of a lunchbox, is lightweight and is deployed in overhead lockers. The scalable hardware solution comes as a portable battery-operated unit or a certified solution with a fitted partition, aircraft power and options like PA pause.

"We're excited by how much we can test with Air Serbia in such a short space of time with this proof of concept - things move fast in the world of the digital cabin, and we have to be agile to respond to both our customers and their customers' needs," said Kevin Birchmore, VP Global Sales, Bluebox. "At Bluebox we treat every deployment - whether a trial or a full-scale project - with the same commitment to quality and service, because we know our best successes are when we deliver amazing passenger experiences."