

Bluebox and Global Onboard Partners deploy Jambojet Destination Explorer



Low-cost carrier Jambojet is based in Nairobi, Kenya

Kenya-based LCC [Jambojet](#) announced last week it has launched an innovative travel platform in conjunction with inflight systems supplier [Global Onboard Partners](#) to provide unique destination experiences in the air and on the ground.

Customized for Jambojet, Global Onboard Partners' destination platform Global Destination Explorer provides passengers with the opportunity to explore exciting destinations across the route network. Branded Jambojet Destination Explorer, the system provides information and the travel tips across the customer journey: before, during and after the flight with helpful real-time notifications in each destination.

On board, Jambojet Destination Explorer is the highlight of the new [JamboPlay](#) IFE service which can be accessed via a browser on passengers' own devices over a wireless network provided by Bluebox Aviation Systems' award-winning portable wireless IFE platform, [Bluebox Wow](#). Bluebox Wow provides a captive wireless network on board and integrates Global Onboard Partners' Global Destination Explorer service into the bespoke Jambojet digital experience that passengers see.

With exclusive offers, rewards and dynamic maps to help passengers find the best places to stay,

food to eat and attractions to visit, passengers can use Jambojet Destination Explorer to make the most of the travel experience and see the best of each destination in the airline's network.

"We are excited to welcome Jambojet as our latest airline partner," said Kirk Adams, CEO, Global Onboard Partners. "Our innovative platform has been designed to provide a win-win for everyone through the delivery of the best destination experiences and special offers to passengers through important new revenue streams to airlines and at the same time, providing greater access to tourism and hospitality partners to participate at affordable prices and receive direct contact with passengers."

"With the deployment of Jambojet Destination Explorer on Bluebox Wow, we're demonstrating yet another new application for IFE - tourism and destination promotion. Our digital platform is being used to excite passengers about their destination ahead - engaging them via their own devices and establishing a foothold from which Jambojet itself can explore adding further revenue-generating features to the service as it evolves," said Paul Rayson, Business Development Director, Bluebox. "Whether more traditional movies and TV, onboard retail, or this kind of unique destination-focused engagement, Bluebox Wow offers so much scope for creativity and innovation, enabling our airline customers an opportunity to explore how best to enhance their own unique passenger experience on board."

[Bluebox Wow](#) is a discrete, small unit, typically stowed securely in overhead bins. With a remarkably low cost of ownership, it provides wireless content streamed to passenger devices in any aircraft cabin, including a wide range of film, TV, audio, games, and other digital content, such as Global Destination Explorer.