

Bluebox delivers flexible future IFEC options with Blueview

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Bluebox Aviation Systems ([Bluebox](#)) is turning its vision for the future digital cabin ecosystem into deployable solutions for airlines. Taking home the 2026 PAX Readership Award for Best IFE by a Supplier for its Blueview Cloud product, the growing demand for flexibility and cloud-based services among airlines is ever clearer according to Kevin Birchmore, Chief Commercial Officer, Bluebox.

“With fleets, infrastructure and connectivity strategies constantly evolving, airlines are looking for ways to move now without limiting future options,” he tells *PAX Tech*.



Kevin Birchmore, Chief Commercial Officer, Bluebox at AIX 2026 in Hamburg, Germany

A primary focus for Bluebox at the Aircraft Interiors Expo 2026 last month, Blueview Cloud is designed to transform how airlines deliver digital services onboard. It is optimized for always-on, high-bandwidth connectivity solutions and hosts the full Blueview software suite on the ground.

“It is an integration layer that allows airlines to pick various options such as streaming movies or order-to-seat services. But the really exciting thing is the other parts of the journey that Blueview Cloud allows airlines to integrate into the portal,” Birchmore tells *PAX Tech*.

The platform removes the need for onboard hardware while enabling airlines to boost ancillary revenue and enhance passenger satisfaction. Birchmore gives the example of a passenger finding out mid-flight that their next flight has been cancelled.

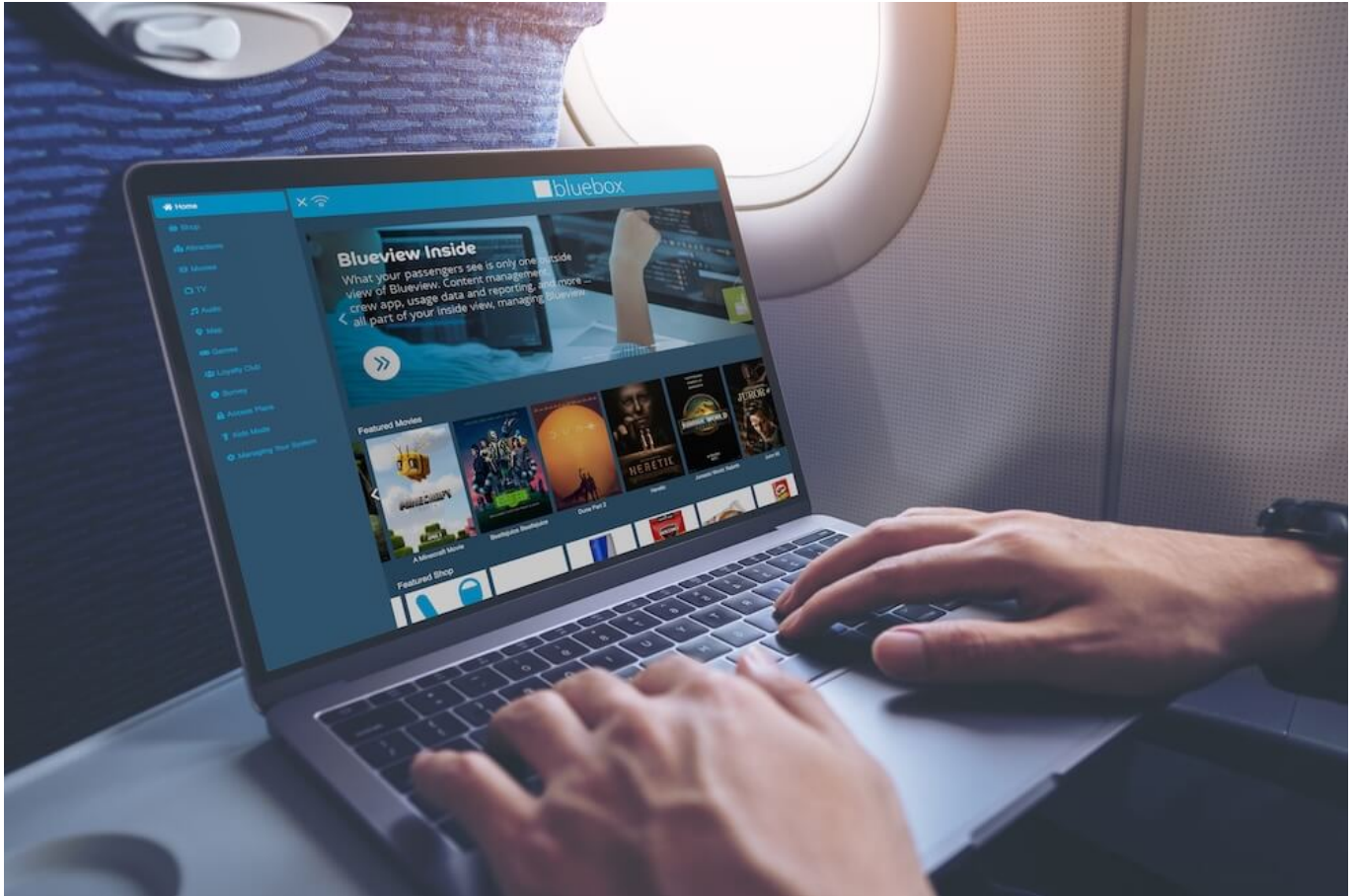
“Within a single platform—the passenger logs in once—you can provide a booking link and proactively handle next steps of the journey,” he suggests. “Passengers are going to demand that level of personalization and customization of their services from airlines in the future.”

When it comes to the personalization of offerings for IFE versus onboard retail, Birchmore says the solutions are the same from a recommendation perspective but that the opportunities for customization come from understanding the available data points—and when in the passenger journey they occur.

In a “new world” of being connected and having the ability to APIs from baggage tracking to navigation support to custom-tailored snack recommendations, Blueview Cloud makes it possible for airlines to curate offerings based on passenger preferences without any aircraft downtime.

“In this always-connected environment, you can do all of those things much more easily because you are not having to update systems that are on an aircraft,” Birchmore says.

Transition model



The company’s Transition Deployment Model takes a phased approach, enabling airlines to deploy IFE and onboard retail services immediately using portable hardware

The company’s Transition Deployment Model takes a phased approach, enabling airlines to deploy IFE and onboard retail services immediately using portable hardware, and upgrade to fully connected or cloud-based systems later without incurring mid-contract penalties.

The model enables quick adoption of digital upgrades. Fleets can be equipped with Bluebox Wow within weeks, then upgraded to Blueview Cloud when connectivity is available. Birchmore emphasizes that as long as the contract remains in place, it is possible to migrate Bluebox services to other deployment types with no penalties.

“It offers flexibility for airlines to be able to choose what is right for them while allowing them to get the quick wins early on in the decision-making process,” Birchmore explains. “Even if you have not decided on your strategy, it does not lock you in. It just opens it up for the future.”

A change in conversation

Birchmore notes a distinct shift in the way airlines are approaching connectivity. It is no longer an optional amenity, but a service that all airlines are seeking, many of them with a clear timeline in

mind for integration.

“Carriers across the board are looking at connectivity, whether that is a low-cost leisure airline through to a full-service airline,” he reveals. “They have different objectives, but our software suites cater to those different modules.”

Whether that is improving net promoter scores and having the best recommendations for the user experience, or generating additional revenue via partnerships, Bluebox’s suite of digital products stands ready to support airline customers in this journey.

“Our transition model allows airlines to take those steps with us, so that they can do some stuff now, but it does not hinder them for the future,” Birchmore explains.