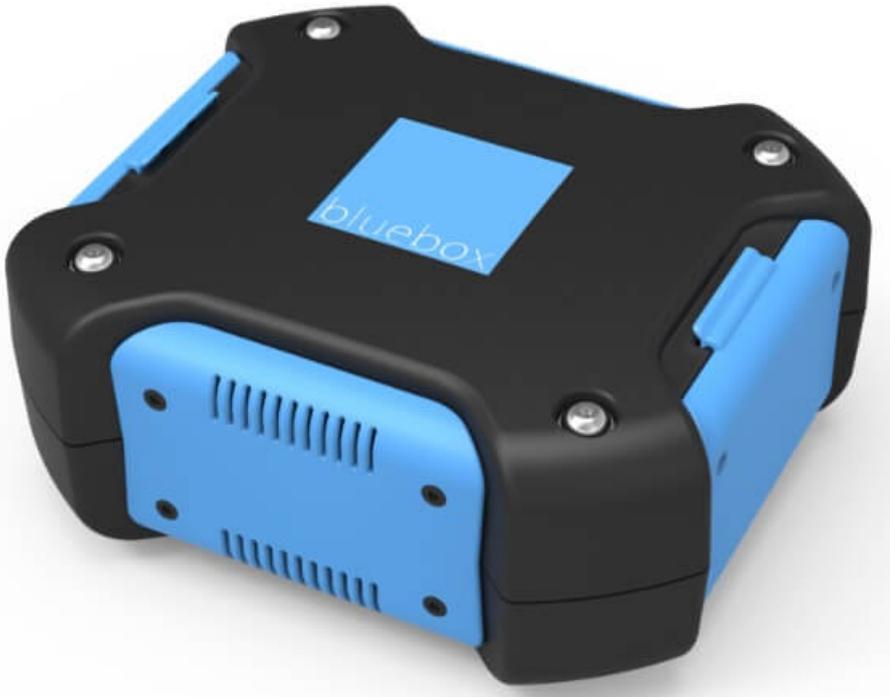


# Bluebox equipment picked by Jetstar



Bluebox Wow will be on Jetstar's existing fleet A320 and A321ceo aircraft

Bluebox Aviation Systems and [Jetstar Group](#) this week announced an agreement to deploy Bluebox's digital passenger experience, [Blueview](#), on Jetstar's Airbus fleet.

The platform will be marketed to passengers as Jetstar Entertainment and is expected to be launched by the airline in the coming months.

The agreement initially includes a gradual implementation of Jetstar Entertainment on all Airbus aircraft within Jetstar Airways and Jetstar Asia fleets, with the provision to extend installations additional aircraft types within the Jetstar Group.

Jetstar Entertainment will deliver a new in-flight digital platform for Jetstar's passengers, presenting them with a Jetstar-branded user interface which they can access via browsers on their own devices over a wireless network on board.

Blueview will be deployed in two formats – as part of an [Airbus Airspace Link](#) installation on new aircraft entering Jetstar's fleet. Jetstar's first A321LR that arrived in Melbourne at the end of July. Bluebox's portable wireless system, [Bluebox Wow](#), in its aircraft-powered format, will be on Jetstar's existing A320/A321CEO aircraft. Deploying Blueview across both Airspace Link and Bluebox Wow will provide a consistent passenger experience across the fleet.

"There's no denying this is one of our most exciting projects to date – not just because of the size of Jetstar's fleet and it being our first combined deployment of Blueview on both Bluebox Wow and Airspace Link across a fleet, but because once again we are launching another great innovation for Jetstar, as we did when we launched the world's first iPad IFE solution with Jetstar back in 2011," said Kevin Clark, CEO at Bluebox in the September 8 release. "We're delighted now to be delivering to Jetstar the most innovative digital passenger engagement platform on the market today together with our unparalleled customer service and support."

[Blueview](#) was launched as a distinct new brand from Bluebox in June at this year's Aircraft Interiors Expo, marking the evolution and direction of Bluebox's passenger solutions beyond the provision of more traditional in-flight entertainment. Reflecting a broader industry shift towards increased digitalization of cabin services, the rebranding also makes clear the distinction between Blueview as the software-based solution and the hardware platforms onto which it can be deployed, such as the company's Bluebox Wow portable wireless streaming system and other third-party hardware such as that provided as part of Airbus Airspace Link.

Blueview is a platform that provides both the browser-based portal through which passengers can view and access a range of digital services on board as well as all the functionality behind that which ensures the secure delivery of content, third-party app integration, content management and analytics. It is a digital eco-system offering airlines the ability to engage and entertain their passengers on board and earn ancillary revenue for the airline in the process.