

Bluebox launches Blueview Cloud, cloud-hosted IFE service

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Blueview Cloud hosts the full software suite on the ground, removing the need for onboard hardware and supporting high-bandwidth connectivity

[Bluebox](#) has announced the launch of Blueview Cloud, its latest innovation designed to transform how airlines deliver digital services onboard. Fully optimized for high-bandwidth connectivity solutions, Blueview Cloud hosts the full Blueview software suite on the ground, eliminating the need for onboard hardware while enabling airlines to boost ancillary revenue and enhance passenger satisfaction.

With Blueview Cloud, passengers access an airline-branded digital portal directly via the aircraft's connectivity.

For crew, orders are delivered straight to POS devices with seat-specific details, simplifying service and reducing friction. For airlines, Blueview Cloud cuts onboard hardware costs, accelerates rollouts and opens new revenue streams, while delivering measurable improvements in NPS.

"High-bandwidth connectivity changes the game for airlines," said Kevin Clark, CEO at Bluebox Aviation Systems. "Blueview Cloud makes it possible to harness that connectivity to improve passenger satisfaction and airline profitability, creating better ROI on connectivity investment—without the complexity of additional on wing hardware."

Bluebox's "Transition Deployment" model also allows airlines to adopt quickly: fleets can be equipped with Bluebox Wow within weeks, then upgraded to Blueview Cloud when connectivity is available.