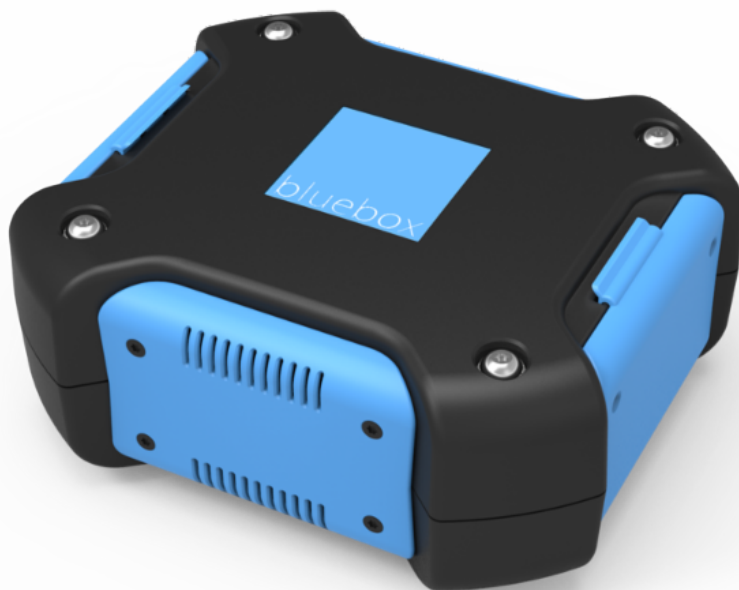


Bluebox picked for flypop launch



The Bluebox WOW system

UK start-up airline [flypop](#) has selected Bluebox Aviation Systems to provide an ancillary revenue generating retail and inflight entertainment solution on board its A330 aircraft.

The airline is on target to launch with its first aircraft in October thereafter adding an aircraft every six months. On board will [Bluebox Wow wireless IFE \(W-IFE\)](#).

Targeting the visiting friends and relatives (VFR) traveler market, flypop's low-cost business model will benefit from the ancillary revenue opportunity that portable W-IFE systems offer airlines, particularly in the post-pandemic environment.

Bluebox is providing flypop with an integrated solution that will enable several ancillary revenue streams for the airline, most by directly engaging with passengers via their own personal devices during their flight. The retail solution will enable touch-free ordering and payments for food and beverages as well as gifts and other onboard retail products and will support the airline's trolley-based retail. Passengers will also be able to pre-purchase IFE access within the booking path. Bluebox will also enable other ancillary revenue generating features and content, such as [Gladi8tor Gaming](#), through LXM Group.

"Flying long-haul flights on a low-cost basis means we have to be creative in how we balance revenue and service," said flypop's Founding Director & Chief Technology Officer, Bobby Bhakar. "Thankfully, Bluebox's wireless IFE platform provides a means to deliver both - for flypop to generate revenue at the same time we can offer services to keep our passengers engaged and entertained on board during our direct flights between the UK and South Asia."

"We're always excited to welcome new customers on board, and new airlines always elevate that excitement further, but to announce this while our sector is only just beginning to emerge from the

effects of the pandemic is a whole new level," said Kevin Clark, CEO, Bluebox. "We couldn't have asked for a better validation of the value we're able to offer our customers and their passengers - a digital service helping airlines earn while engaging and entertaining their passengers."