
Bluebox Portable IFE now available on iPad Pro

By **Melissa Silva** on December, 4 2015 | Inflight Entertainment



Bluebox Avionics has announced that its award-winning IFE applications are now available on the recently released iPad Pro, allowing airlines to offer clients the portable IFE on a 12.9-inch retina display screen. This comes at the end of a year where Bluebox cumulative shipments for iPad-based IFE devices surpassed 18,000 units since its initial launch in 2011.



“Coming towards the end of what has been a record breaking year for Bluebox Avionics, we are delighted to be able to expand the Bluebox portable portfolio to include the iPad Pro. We are already talking to a number of airlines about the potential for deployment in premium cabins,” said David Brown, Joint Managing Director for Bluebox Avionics.

Bluebox Ai, and its wireless-connected relative Bluebox Hybrid, are already widely deployed on all versions of 9.7-inch iPad and the 7.9-inch iPad mini and this latest development provides airlines with an even larger platform for the delivery of movies, TV, audio, magazines and games. The latest Bluebox system variant features a screen size bigger than the majority of embedded systems, all in a package that is under 7 millimeters deep, weighing in at a little over 700 grams.

“We’ve had a great year rolling out new client deployments on our portable products,” continues Brown. “These have been used for a variety of purposes such as an alternative to seat back IFE, service recovery, enhancing the business class IFE experience, improving other vendors’ streaming implementations with the provision of Early Window Content, and also ancillary revenue generation. Our own wireless streaming solution, Bluebox wiFE, has generated considerable interest and starts commercial flights in January. We’ve also got a new portable product in the works that we believe will make for a very busy 2016.”