

# Bluebox's Blueview selected by Air Malta



Air Malta has become the third airline to deploy Bluebox's Blueview system

[Air Malta](#) has selected [Bluebox Aviation Systems'](#) Blueview digital passenger experience for deployment on its forthcoming new A320 neo aircraft.

Blueview will be configured to offer Air Malta's passengers an inflight entertainment experience including entertainment, moving map, games, and more, and will be deployed on a line-fit [Airbus](#) Airspace Link installation. This new aircraft is expected to be delivered to Air Malta next month, and the Blueview digital passenger experience will be live for passengers when the aircraft enters service.

As part of a fleet replacement project, a further three new 180-seater A320neo aircraft will be joining Air Malta's fleet, becoming the cornerstone of Air Malta's planned new fleet.

The Air Malta project represents Bluebox's third customer deployment for its wireless digital services platform Blueview on an Airbus Airspace Link installation, following the launch customer Titan Airways in 2020, and Jetstar Group in 2022.

"As our industry recovers from one of the most challenging periods we've ever experienced, it's exciting to see some real momentum on two fronts — the demand for digital services in all its forms, from IFE to onboard retail, but also the fact we're seeing new aircraft coming into the global fleet that are to be kitted out from the start with our digital services platform," said Kevin Birchmore, VP Global Sales at Bluebox in a February 21 press release. "We're excited to be included in the growth

ambitions of customers like Air Malta, intent on offering their passengers the best onboard experience they can, and to be helping deliver that with Blueview.”

Blueview is an innovative software 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 underlying functionality which ensures the secure delivery of content, third-party app integration, content management and analytics. It is a digital ecosystem that allows airlines to engage and entertain their passengers on board and earn ancillary revenue for the airline in the process.