

Digital press platform now on ANA

[Adaptive](#) announced today that its mobile digital press solution, ACES, became available fleetwide on [All Nippon Airways \(ANA\)](#) flights starting April 1.

The airline made the decision to switch to digital press to reduce ANA's carbon footprint by eliminating more than 1,500 tons of paper per year, and create a more hygienic inflight experience, while significantly increasing the selection of media for passengers.

ANA passengers will be able to access ACES' digital press content from anywhere, through the airline's [booking and reservations app](#), on their own device, including the ANA Group's inflight magazines, "TSUBASA -GLOBAL WINGS-", and other popular newspapers and magazines, available in multiple languages.

ACES' software development kit (SDK) has been selected by [Singapore Airlines](#), [Qatar Airways](#), [SAS](#), [TAP Portugal](#).

"As many passengers are still fearful of touching anything, the decision for ANA to replace hard-copy materials with digital press is very forward-thinking and truly demonstrates the airline's commitment to passenger safety and offering the best possible inflight experience, while at the same time reducing costs," said David Fairand, COO of Adaptive in today's announcement. "At Adaptive, we are thrilled to provide ANA's passengers with access to the top digital press content from the safety and comfort of their own device, via ACES' seamless integration into ANA's mobile app. Through the app, passengers can download content up to 24 hours before the flight using an internet connection, and it will remain available on their device for 24 hours after the flight lands, no matter where the passenger is physically located."

"As part of our response to COVID-19 outbreak, ANA has suspended providing printed publications onboard. Our new service will give our customers access to a significantly larger selection of media – even more options than we used to provide before the spread of COVID-19," said Tom Mano, Vice President of Products and Services Planning at ANA. "Our new service will also allow customers to select and enjoy newspapers and magazines – not only during the flight, but also during the time on the ground – to enhance our seamless digital customer experience in the safest way possible, which we will continue to upgrade as part of our mid-term strategy. This new service will, at the same time, make our operations more sustainable, as we've made a long-term commitment to adhering to the [UN Sustainable Development Goals](#)."