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# Ethiopian Airlines picks Immfly for digital services and IFE

By **Rachel Debling** on April, 9 2019 | Inflight Entertainment



Immfly and Ethiopian personnel at the announcement of the partnership

[Ethiopian Airlines](#) announced that it has established a new partnership with [Immfly](#) for its connected digital services and IFE platform.

From its hub at Addis Ababa Bole International Airport, Ethiopian serves 120 passenger destinations across the globe, out of which over 60 are in Africa. Together with Ethiopian, Immfly will cover an extensive range of destinations across Africa, Europe, North and South America, the Middle East and Asia.

Immfly's connected digital services and IFE platform will be installed in 20 Ethiopian Airlines aircraft by this summer. The platform will be available in five languages including English, Amharic, Chinese, French, and Arabic.

In addition to premium Entertainment and Immfly's proprietary content modules, Ethiopian will benefit from Immfly Active, a portal which provides the airline with increased flexibility and autonomy and enables them to track onboard KPIs, analyze key data and progressively manage a greater number of onboard services.

Tewolde GebreMariam, CEO of Ethiopian Airlines Group, said in a statement: "We are pleased to

partner with Immfly's for inflight e-commerce and on-board connectivity expertise. This partnership confirms our continued commitment to our strategic vision to consolidate our leadership position on the African in terms of using cutting edge technology for the comfort esteemed passengers on board our flights. Immfly's proposition combines a premium IFE experience with a powerful suite of connected digital services core to sustaining a competitive advantage."

Jimmy M. Korff, Immfly's co-founder, added: "We are honored to welcome Ethiopian airlines as a customer and partner. This Star Alliance airline boasts one of the most modern fleets worldwide and adheres to some of the highest standards in the industry. It is rightfully the leader in a region which is home to some of the world's fastest growing economies. Ethiopian's unrivaled efficiency and growth rate this decade remains an industry reference and we look forward to contributing to Ethiopian Airlines' continued success."