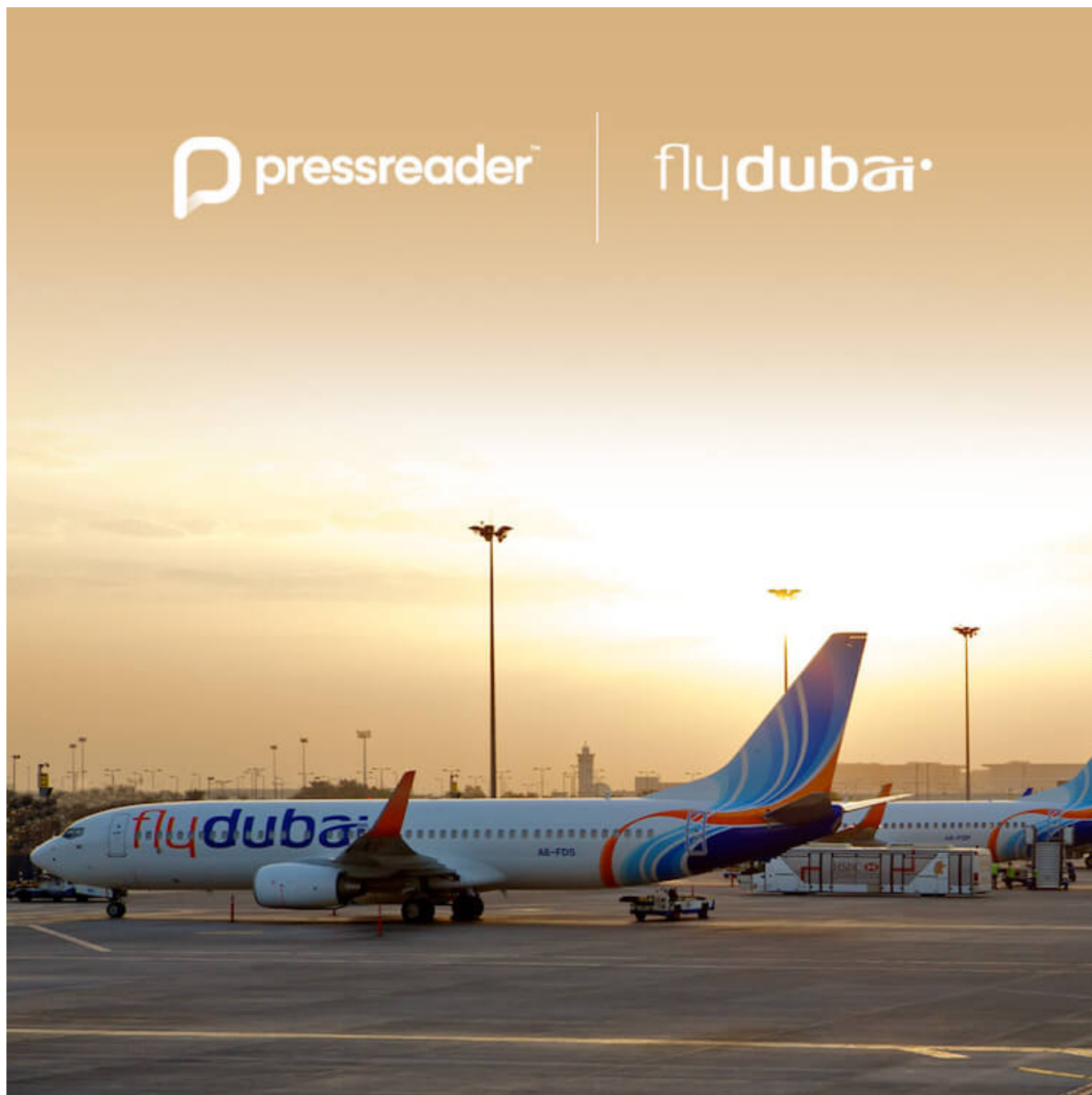


flydubai partners with PressReader for IFE selection



flydubai and PressReader are bringing digital magazines to passengers inflight

[flydubai](#) announced today its agreement with [PressReader](#) to further enhance the onboard experience for passengers. By introducing PressReader to its inflight entertainment system, the Dubai-based airline is set to bring travellers a complementary selection of PressReader's digital magazines at 30,000 feet.

Passengers will have access to the wide-ranging selection of PressReader's digital magazines onboard 70 percent of flydubai's fleet, the January 10 press release said. In the coming months, the carrier will rollout the IFE service on the remaining aircraft in its fleet.

This news comes as flydubai continues to grow its partnership with PressReader. Passengers visiting the flydubai Business Lounge at Dubai International Airport ([DXB](#)) were already granted complimentary access to PressReader's wide range of content. By connecting to the Business Class Lounge Wi-Fi network and downloading the PressReader app, travellers can search and download their preferred publications before a flight.

Now, with PressReader joining the airline's lineup of IFE content, passengers in both Business and Economy classes will be able to browse the latest business, news, travel and lifestyle digital content during the flight via the IFE system. The service is complimentary to flydubai passengers.

"We are excited to expand our partnership with PressReader. Over the years, we have invested in new technologies as part of our commitment to improving customer experience and offering the right product at the right time," said Daniel Kerrison, Senior Vice President of Inflight Operations at flydubai. "By introducing PressReader as a paperless alternative to print publications onboard, we provide our passengers with complimentary access to a wide range of popular international titles without contributing to extra fuel consumption."

The airline's latest aircraft features the RAVE inflight entertainment system, provided by [Safran Passenger Innovations](#) (SPI). The seatback system has a full HD, 11.6-inch screen, with a wide selection of movies, TV shows, music and games. It's available for passengers in Economy Class if they choose to buy an entertainment package and remains complimentary for passengers in Business Class. flydubai plans to introduce its IFE system on additional aircraft in its existing fleet.

"The expansion of our partnership with flydubai further strengthens our inflight presence," said Carlos Martinez, Director of Partnerships at PressReader. "By offering a wide range of engaging publications through the flydubai IFE system, we are providing passengers with quality reading content during their flight, even in an offline environment."