

Hainan Airlines to launch 4K RAVE Ultra IFE on A321neo fleet



RAVE Aerospace's Ben Asmar at AIX 2026

[Hainan Airlines](#) will equip its A321neo fleet with the 4K RAVE Ultra inflight entertainment system from [RAVE](#) Aerospace, marking a significant step in bringing premium, ultra high-definition entertainment to long-range narrowbody operations.

The agreement builds on an existing partnership between the two companies, following the deployment of the RAVE Ultra platform on Hainan Airlines' A330neo aircraft since November 2025. With the latest rollout, the airline becomes the first launch customer for the 4K system in the Chinese Mainland.

The introduction of the system on the A321neo platform signals a shift in expectations for narrowbody travel, where airlines are increasingly looking to deliver widebody-style passenger experiences on longer routes.

"It is our strategy to build a civil aviation powerhouse. High quality is a cornerstone in this development," said Zhu Tao, Chairman of Hainan Airlines. "The RAVE Ultra platform delivers the reliability and flexibility we need to offer the in-flight entertainment quality our passengers expect."

RAVE Aerospace said the collaboration highlights the growing demand for next-generation IFE solutions that combine performance, flexibility and visual quality. The 4K RAVE Ultra platform is designed to provide an immersive onboard experience, leveraging advanced hardware and software to support high-definition content delivery.

“We are proud to announce Hainan Airlines as the first launch customer for our 4K RAVE Ultra platform in the Chinese Mainland,” said Matt Smith, CEO, RAVE Aerospace. “This collaboration will show that next generation premium ultra high-definition in-flight entertainment is the right choice for long-range narrowbody aircraft.”

The move reinforces Hainan Airlines’ focus on premium service and innovation, while positioning RAVE Aerospace to further expand its footprint in the region as airlines continue to invest in enhancing the passenger experience.