

IdeaNova launches Inplay Payment for offline purchases



[IdeaNova Technologies](#) tells *PAX Tech* it has officially launched Inplay Payment. The [Inplay](#) feature allows passengers to make offline credit card transactions.

"People are used to online shopping and this is no different - you'll just be thousands of feet in the air while doing so," the company says.

There will also be options to directly pay for IFE content that does not come with the standard package. Inplay payment allows for contactless, instant payments with higher security that provides the customer with a better shopping experience.

Inplay Payment supports Windows, Mac OS, Android, iOS and iPad and provides a quick and easy way for passengers to do online shopping, make future travel plans or order food and beverage in a contactless manner. For airlines it allows an opportunity to insert important messaging, increase ad revenue as well as increase passenger engagement with the portal whether on connected or offline aircraft.

"There will be more users viewing IFE content, purchasing merchandise, and watching ads thanks to Inplay Payment - resulting in greater overall customer satisfaction," the March 24 press release reads.

Inplay Payment is modularly built making it easy for airlines or IFE vendors to introduce it as a component to their existing IFE platform. Inplay Payment is fully customizable and can be displayed in the airline's preferred language. For customers that are already using IdeaNova Inplay components,

Inplay Payment is a small docker image inserted into the overall infrastructure.

"We are excited about Inplay Payment system as it allows us to expand beyond our traditional video streaming offering into the revenue generation space for our customers. This second generation of our product offers more modular and extensible architecture, that is easy to integrate into any IFE environment. Our plans are to expand Inplay Payment beyond traditional credit card processing, making it future proof solution for aviation industry," says IdeaNova CEO, Juraj Siska.