

Inflight Dublin expands wireless IFE services with Wideroe



Inflight Dublin has partnered with Global Onboard Partners to generate revenue for Wideroe through the promotion of destination service

Wideroe has chosen [Inflight Dublin](#) to provide a full rollout of its wireless inflight entertainment (IFE) solution, [Everhub](#), as part of a three-year deal.

From May 2022, Inflight Dublin will expand Everhub to cover a fleet of 15 aircraft made up of [Bombardier](#) Q400s and [Embraer](#) E2s. The content package includes the latest Hollywood movies, TV Shows and [Gladi8tor games](#). Wideroe will also have access to IFD Insights with reports detailing the performance of the hardware, software and content offering on board.

"We are excited to be working with Wideroe and Inflight Dublin to bring all the destinations to life for Wideroe passengers on the Everhub solution. Wideroe Destination Explorer provides passengers with the opportunity to explore all destinations, win rewards, and receive special offers, while paying Wideroe ancillary revenue at three to five times more than previous programs," said Kirk Adams, Global Onboard Partners' CEO.

As part of the expansion, Inflight Dublin has partnered with Global Onboard Partners to generate revenue for Wideroe through the promotion of destination services.

"We chose Inflight Dublin for this project as we have seen the benefits of the Everhub solution in action and want to continue providing the most entertaining and enjoyable experience to our

passengers. We are particularly excited about the additional GOP Explorer service which will not only enhance the passenger experience but also provide revenue-generating opportunities for Wideroe," said Knut Anders Enoksen, Wideroe's Manager of Products, Ancillaries and Loyalty.

"We are delighted to see another trial of Everhub turn into a full rollout. The integration with GOP will also be a great addition to Wideroe's IFE offering. This is just one of many exciting integrations that Inflight Dublin will be introducing on Wideroe's Everhub platform, adding a passenger-engaging and revenue-generating service on top of an already successful streaming platform," said Barry Flynn, Inflight Dublin's CCO.