

ITA Airways selects Media Carrier Solutions for IFE library



ITA Airways app grants passengers access to digital media from Media Carrier Solutions

[ITA Airways](#) took the information and entertainment platform from [Media Carrier Solutions](#) onboard in March to enhance the passenger experience. Passengers are now able to access thousands of renowned newspapers and magazines from the Media Carrier Solutions international media library and download them on their own devices.

Unlimited downloads, free of charge

The access to the digital Newsstand is simple for passengers: Lounge visitors and passengers at the ITA check-in desks can choose from a broad variety of newspapers and magazines now. The publications provided can be downloaded limitless times and are free of charge.

In order to make processes as simple as possible for customers, no registration or installation of an extra app is required (passengers have access via the ITA Airways app). Title saving and offline reading is possible as well. From the time of the passenger's first access, publications are available for 58 hours.

Sandra Bardewyck, Managing Director of the Munich-based IT company Media Carrier Solutions commented: "Are you also happy reducing apps on your smartphone? I am. And the passengers of ITA Airways can be happy, too. Now, they have access to up-to-date information and first-class entertainment along their travel journey without installing an additional app for reading. Starting with

Air Dolomiti in Italy, we are very pleased that we have now been able to further expand our service in this beautiful country with the national carrier ITA Airways. There is only one thing to add: Benvenuto ITA! Let's make life for passengers more relaxed!"