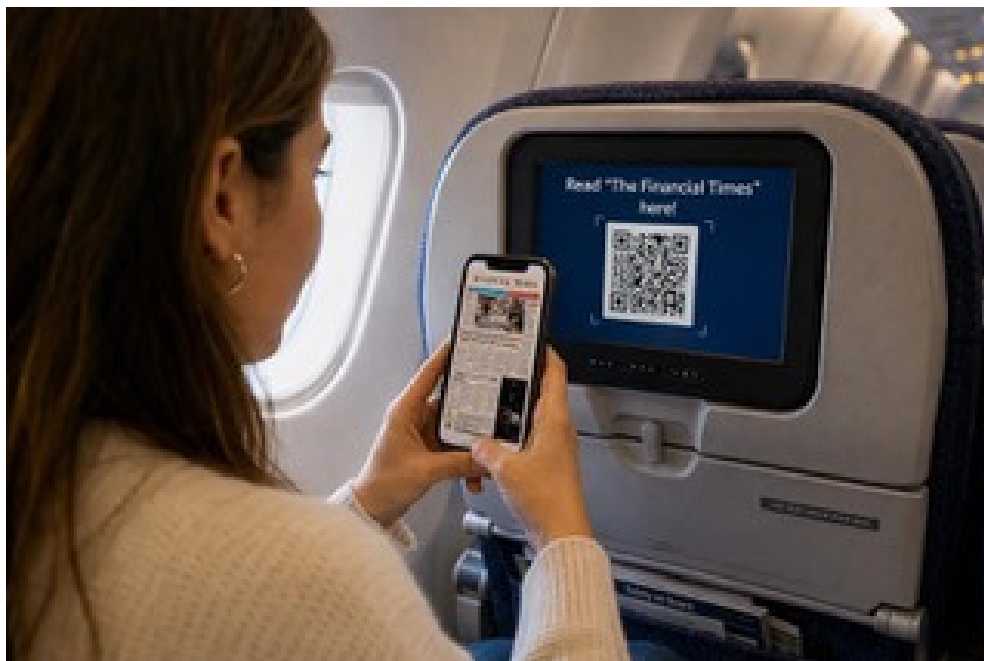


Media Carrier Solutions introduces SCANToREAD for faster access to digital publications



Media Carrier Solutions' new SCANToREAD feature, providing direct access to digital newspapers and magazines through the Media Box platform

[Media Carrier Solutions](#) has introduced SCANToREAD, a new feature for its Media Box platform designed to provide airline passengers with faster access to digital newspapers and magazines.

The QR code-based solution allows passengers to access a specific publication directly, eliminating the need to navigate through the platform's wider content library.

Passengers simply scan a QR code to open their selected newspaper or inflight magazine, providing a more streamlined reading experience.

The feature can be integrated across multiple passenger touchpoints, including airport lounges, allowing airlines to offer convenient access to digital publications throughout the journey.

SCANToREAD builds on MCS's Media Box platform, which provides access to more than 1,600 national and international digital publications, alongside podcasts and travel guides.

The platform features content from more than 70 countries in approximately 50 languages, allowing airlines to offer a diverse selection of entertainment and reading material to international passengers.

Designed to integrate with an airline's branding, Media Box requires no additional application and enables passengers to download newspapers and magazines to their personal devices for later reading.

As inflight connectivity continues to improve, MCS is positioning the platform to support greater access to digital content throughout the passenger journey, including onboard aircraft.

The company has provided digital media solutions to the aviation industry for 15 years, with airline customers including Lufthansa Group, LOT Polish Airlines, EVA Air and Condor.

Beyond aviation, Media Box is also used by approximately 1,250 hotels worldwide, as well as cruise operators and other hospitality businesses.

MCS will showcase SCANtoREAD alongside new Media Box personalization features at APEX FTE EXPO in Singapore, where attendees can explore the latest developments at booth 210.