

PLAY selects MOST for onboard payment solution



As the launch customer for three of MOST's products, PLAY is paving the way for a future of frictionless in-flight payment technology

Icelandic airline [PLAY](#) has selected [MOST](#) as it upgrades its onboard retailing and payment solutions. The partnership allows crewmembers to accept secure payments quickly and easily from passengers onboard the aircraft.

From December, PLAY has upgraded its existing card readers on board, becoming the launch customer for three of MOST's modular payment solutions [most.Retail](#), [most.Pay](#) and [most.Onthego](#), across its entire fleet of A320 family aircraft.

PLAY's passengers will now be able to tap and pay when ordering inflight food and beverages with all major cards or digital wallets worldwide in a number of currencies.

In a December 12 press release, PLAY CIO Georg Haraldsson said, "This is an exciting time for our airline as we continue to invest in innovative solutions that will help us boost ancillary revenues and enhance the travel experience for our passengers. Technology and service are key to our strategy as a low-cost carrier, and MOST has delivered an excellent combination of specialist hardware and software."



MOST CEO, Jan Blanchard, and PLAY Finance Director and co-founder Sveinn Ingi Steinþórsson, shake hands in Reykjavik as the new payment system goes live

A sophisticated special offer engine and forecasting tools will help PLAY to maximize inflight sales opportunities as it grows.

In addition, MOST will supply the airline with customized and company-branded mobile payment accessories. PLAY's crew will use smartphones paired with payment modules from MOST to complete transactions, track onboard inventory and perform other tasks, such as delivering eco-friendly e-receipts to passengers. The crew devices will sit in a custom casing, designed ergonomically with crew comfort in mind and manufactured in PLAY's signature brand colors. The cases provide increased physical protection for crew devices and feature a detachable payment peripheral that can be removed to get closer to the cardholder.

"We are delighted to be working with an energetic airline brand such as PLAY as it continues to expand its fast-growing route network across North America and Europe," said MOST CEO Jan Blanchard. "This airline is hungry for success, and they have plenty of room to grow. Our solutions will help PLAY deliver on its low-cost model and bolster ancillary revenues by simplifying inflight sales and removing barriers to payment on board."

