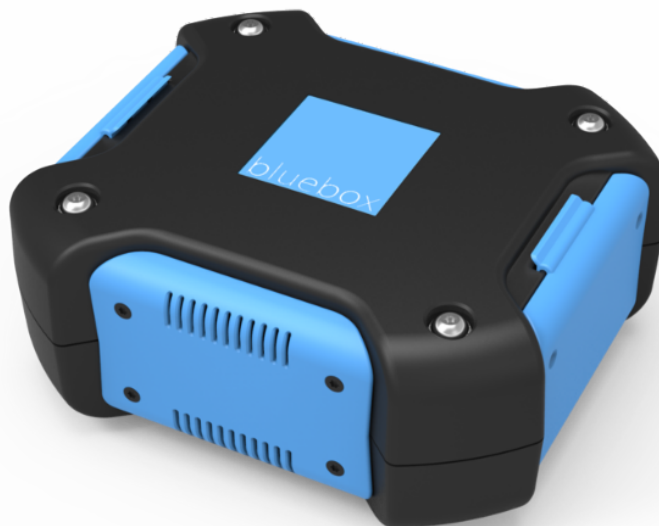


Royal Jordanian expands IFE to Embraer Fleet



Royal Jordanian has been a Bluebox Wow customer since 2019

[Royal Jordanian](#) has expanded its "SkyConnect" wireless in-flight entertainment service to its Embraer E175 and E195 aircraft.

Originally launched in 2019 with a deployment of [Bluebox Wow](#) on its A319 and A320 aircraft, the expansion occurred in conjunction with several enhancements from Bluebox, through which Royal Jordanian has received upgraded Bluebox Wow boxes across the fleet, a refresh to the passenger interface, and conversion to app-free DRM content delivery, which removed a previous requirement for passengers to download an app before flights in order to access "SkyConnect" on board.

Some aircraft flying a mix of long- and short-haul routes, Bluebox has also introduced new functionality to the crew management tool, giving RJ cabin crew the ability to select different content sets, depending on the flight length. Restricting the content provided on short-haul flights to more appropriate short-form content will help the airline save content licensing costs.

"The addition of Bluebox's wireless IFE solution to our Airbus fleet proved very quickly to be a valuable service enhancement enjoyed by our passengers, and so we wanted to expand this to our passengers flying on our Embraer aircraft as well - ensuring that wherever our passengers are flying they have access to our "SkyConnect" service," said Royal Jordanian Vice Chairman and CEO, Samer Majali. "The flexibility of Bluebox Wow - and the excellent support we've had from Bluebox - has helped us ensure that as we emerge from the pandemic, our passengers will return to a rich in-flight experience and we're making the most effective use of W-IFE on board."

"When we first deployed Bluebox Wow on Royal Jordanian's Airbus aircraft, we'd said it was a natural fit," said Kevin Clark, CEO, Bluebox. "The fact that we've now extended the service to RJ's Embraer

fleet flying shorter routes demonstrates the flexibility of Bluebox Wow – and the ability of our team – to serve different requirements and to continually enhance the value of our solution for our customers."