

# Shopping capability added to KrisShop on Singapore Airlines

Through the [Thales](#) and [Airfree](#) partnership, [Singapore Airlines](#) is the first airline to offer live e-shopping onboard on its KrisShop platform.

The eShopping platform is integrated with KrisShop offerings into one marketplace available on Singapore Airlines connected seatback inflight entertainment provided by Thales. Passengers can browse and purchase items from a single place with real time payment, wide range of offerings and attractive promotions. Passengers can shop from the comfort of their seat with multiple delivery options - to home or on their connecting or returning flight.

The digital onboard shopping marketplace eliminates the logistics, weight, and resources required to support traditional onboard shopping, while increasing passenger choice. With proprietary bandwidth optimization technology, the Airfree onboard hosted eShopping platform reduces satellite data consumption.

This seat back shopping solution went into service on June 28 and will be progressively rolled out on selected Singapore Airlines A350 aircraft.

“Thales is excited to continue the growth of its partnership with Singapore Airlines and KrisShop through innovations that extend the benefits of the open AVANT in-flight entertainment platform by connecting with a robust network of digital partners such as Airfree - unlocking significant value from their IFE investment. Our airline partners and their passengers expect more from their inflight entertainment system and Thales is working diligently to deliver on these expectations, and more.” Cedric Rhoads, Vice President, Product Policy, Thales InFlyt Experience, in today’s release.

“We are thrilled to partner with Thales on this industry-first onboard shopping solution for Singapore Airlines. The airline is at the forefront of passenger experience innovation proving again their commitment to digital transformation. Our pioneering technology dedicated to inflight environment provides unique passenger eShopping experience and unlocks new revenue opportunities.” Etienne de Verdelhan, CEO of Airfree.

“E-commerce is the future of shopping, and integrating this feature into our in-flight entertainment system is yet another industry first for SIA. This allows KrisWorld to go beyond movies, television shows, music, and games, and offer customers more of what they want while flying with us. This is part of our unwavering commitment to continuously innovate and enhance our product and service offerings, and augment the travel experience for our customers.” Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines.

“KrisShop has been at the forefront of connecting with consumers since our rebranding in 2019. Today, together with Singapore Airlines, we are excited to be able to enhance and rejuvenate the in-flight shopping experience with the inclusion of our live ecommerce platform on KrisWorld. This extends our reach to the travel audience segment, and reinforces our commitment to deliver an integrated user experience to all customers.” Mr. Chris Pok, Chief Executive Officer, KrisShop.