

Singapore Air to launch Panasonic Marketplace

[Panasonic Avionics Corporation](#) has today announced [Singapore Airlines](#) (SIA) as the launch customer for its new Marketplace digital eCommerce platform.

This latest digital solution from Panasonic Avionics enables airlines to introduce a turn-key eCommerce experience onboard. It facilitates in-flight food and beverage ordering, expands storefront retail and duty-free offerings with the ability to present dynamic inventory, and initiates promotions throughout the customer journey, in both connected and non-connected environments.

Marketplace will enable Singapore Airlines' passengers to experience an omni-channel shopping experience, offered in partnership with the carrier and its KrisShop retail platform, that will be branded eShopping. By using Marketplace, the airline can customize its current retail offering and add future stores to deliver real-time inventory updates to KrisShop.

Passengers will be able to browse a hugely expanded choice of approximately 4,000 products. They will have the choice of delivery directly to their homes or on their next flight.

As an integrated solution, Marketplace enables retail catalogs to be pre-loaded on to the airline's in-flight entertainment content server. This allows passengers to continually browse regardless of the connectivity status at the time.

Singapore Airlines will roll out the platform across its fleet installed with Panasonic Avionics' in-flight entertainment solutions and is the latest chapter in their longstanding partnership which first commenced in 1995.

"We are thrilled to launch our new Marketplace platform with our longstanding partner Singapore Airlines, whose dedication to pioneering the passenger experience reflects our own," said Andrew Mohr, Vice President, Digital Solutions at Panasonic Avionics Corporation, in today's announcement.

Panasonic Avionics has designed Marketplace to enable airlines to customize the passenger experience by route, cabin and destination. For example, different retailer catalogs can be assigned to specific routes and cabins to align the experience to the passenger demographic.

Marketplace incorporates a range of eCommerce analytics tools that enable airlines to continually measure and refine its performance to ensure it meets their passengers' needs.

Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines, added: "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."