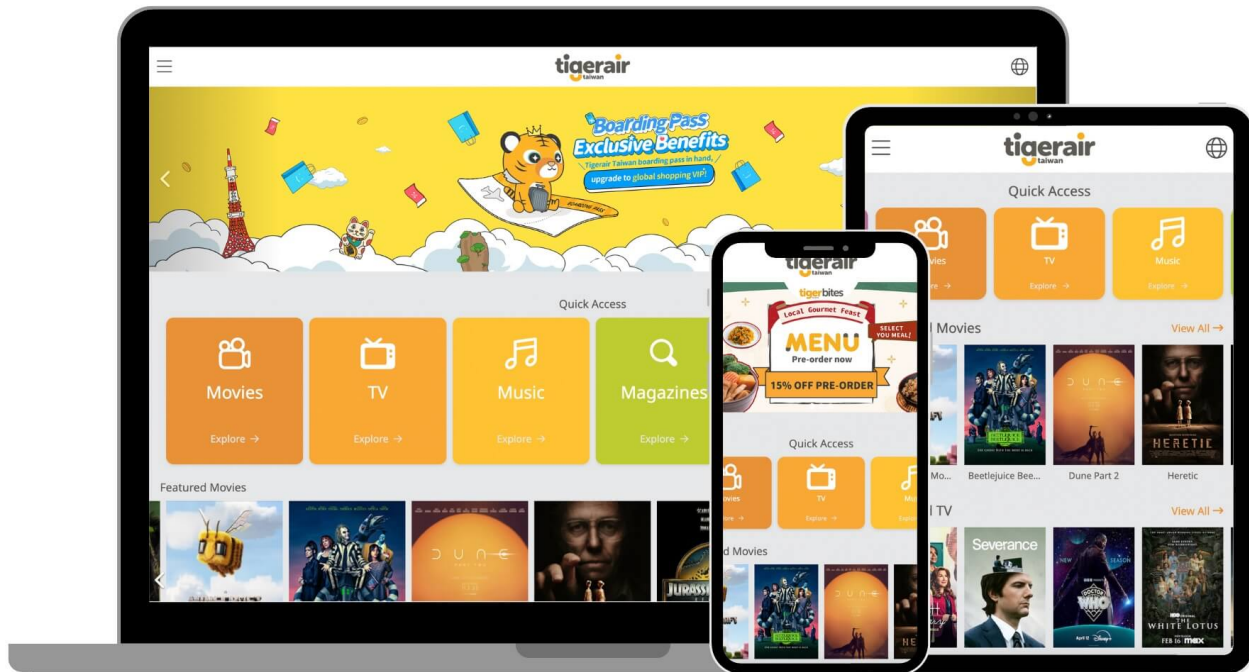


Tigerair Taiwan selects Bluebox for wireless IFE across A320 fleet



Tigerair Taiwan selects Bluebox IFE

[Bluebox Aviation Systems](#) has announced a new partnership with [Tigerair Taiwan](#) to introduce a wireless inflight entertainment experience across the airline's 17 A320 aircraft.

The deployment will be powered by Bluebox Wow, battery-powered portable wireless system, delivering the Blueview digital services platform to passengers' personal devices. The service will mark Tigerair Taiwan's first inflight entertainment system, bringing a new digital dimension to the onboard experience across all flights operating by Tigerair Taiwan.

At launch, Tigerair Taiwan passengers will be able to access a standard IFE offering including a mix of non-DRM and DRM-protected content, enabling a broad content line-up spanning regional favorites as well as Hollywood movies and TV.

Tigerair Taiwan and Bluebox will expand the platform in a later phase to include order-to-seat retail, building on the airline's strong inflight ancillary sales performance. The addition will enhance passenger convenience while unlocking further opportunities to grow onboard revenue through seamless digital ordering.

"Tigerair Taiwan has built a strong reputation for driving ancillary performance, and we're delighted to help amplify that success with the right digital tools and a flexible infrastructure," said Kevin Clark, CEO, Bluebox Aviation Systems. "Bluebox Wow and Blueview allow airlines to introduce a modern inflight entertainment experience quickly, while laying the foundations for future services such as onboard retail - without the complexity of traditional installations."

Bernard Hsu, Chief Commercial Officer (CCO) and Spokesman, Tigerair Taiwan, said, "This partnership

with Bluebox supports our goal of enhancing the onboard journey with a simple, accessible digital experience for our passengers. Launching inflight entertainment for the first time is an important step in evolving our service offering.”