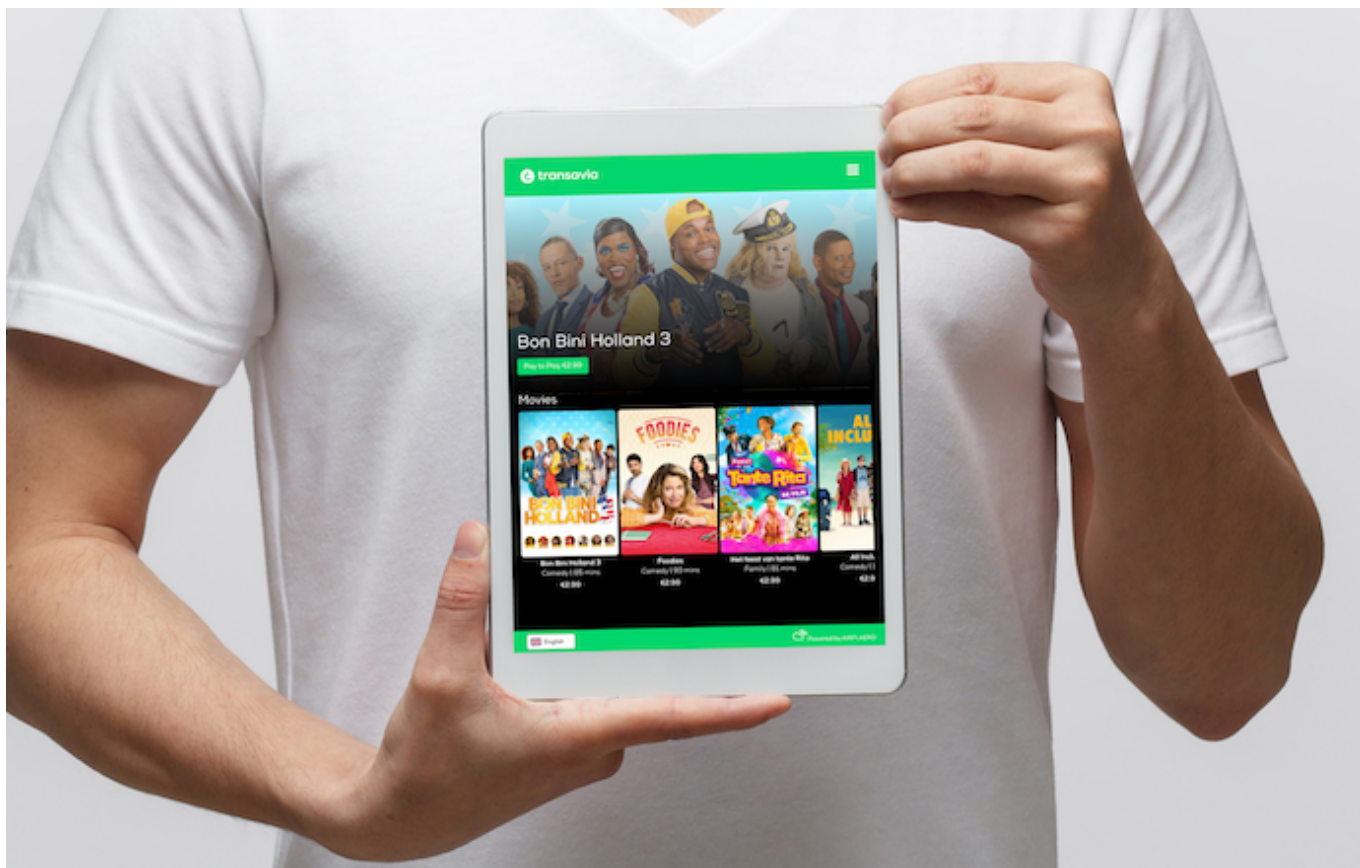


Transavia trials Mall in the Sky from AirFi



As part of the trial, a broad selection of movies are available for purchase via the AirFi platform

Dutch low-cost carrier [Transavia](#) is extending its partnership with [AirFi](#) by trailing the Mall in the Sky solution onboard its Boeing 737 aircraft based at [Rotterdam The Hague Airport](#) in the Netherlands.

During the three-month trial, passengers will be able to access and buy inflight entertainment content via the AirFi streaming platform and order food and beverages from their seats.

AirFi will use the three-month trial to research factors, including passengers' willingness to pay and conversion rates, to further optimise the platform for the airline while delivering value-added products and services that travellers want and need.

"It's a great pleasure to be working with our long-standing partner Transavia at their Rotterdam base, which is just a stone's throw away from our HQ," said Job Heimerikx, AirFi's CEO, in a September 25 press release. "We are excited to see how passengers interact with our "Mall in the Sky" concept, which we designed to simultaneously enhance the passenger experience and airlines' ancillary revenues. Transavia has always been at the forefront of these kinds of innovations, so we are looking forward to delivering a highly professional pilot for them."

Transavia already uses the airline technology provider's Connected Crew platform for onboard sales.