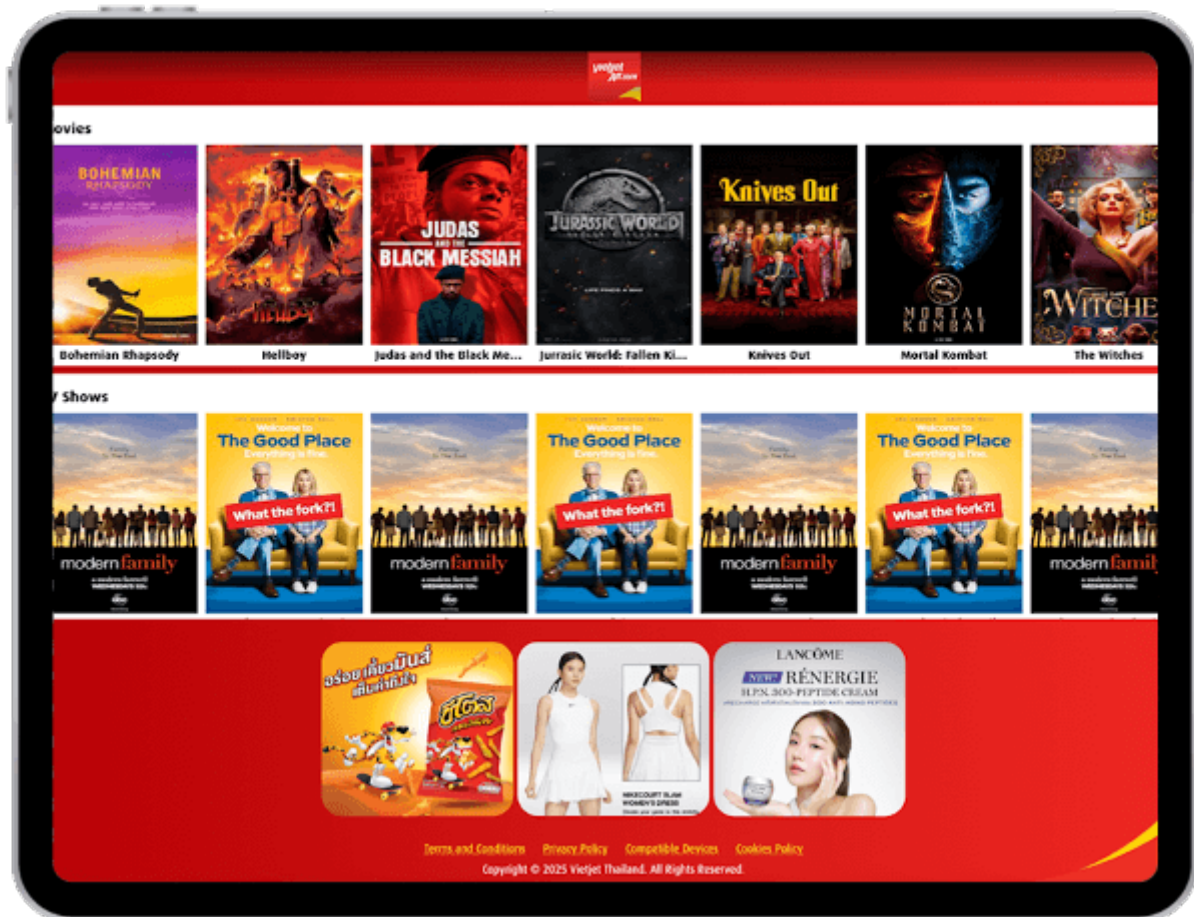


Vietjet Thailand launches Blueview IFE onboard



Blueview digital services platform for Vietjet Thailand

[Vietjet Thailand](#) is set to enhance the passenger journey with the upcoming launch of its inflight entertainment (IFE) service. Powered by [Bluebox Aviation Systems'](#) Blueview digital services platform and delivered via the Bluebox Wow system, this new service will soon be available across Vietjet Thailand's fleet of 18 Airbus narrowbody aircraft, with plans to expand to the incoming 737 MAX aircraft. Supported by regional advertising specialist [Bright Sky Media](#), the IFE service is designed to offer an engaging onboard experience.

"We are always looking for innovative ways to delight our customers and add value while retaining our low-cost service. Adding this superb capability from Bluebox across our fleet will ensure every customer experiences even more benefits of travelling with Vietjet Thailand," said Pinyot Pibulsonggram, Vice President of Commercial and Customer Service at Vietjet Thailand. "Introducing this outstanding solution from Bluebox across our fleet allows us to deliver even more value to our passengers. Bluebox's dedication to innovation aligns perfectly with our own vision, and we're pleased to collaborate with them, along with Bright Sky Media, to bring an even richer onboard experience to our customers."

“We are delighted to have been chosen by Vietjet Thailand to deliver an exciting new IFE service. The Thai Vietjet Air team’s enthusiasm for this project already has us looking forward to a fun launch, and it’s clear that advertising brands lined up by Bright Sky Media are excited to reach this valuable audience,” said Kevin Clark, CEO, Bluebox. “With its flexibility, Blueview is the best solution to serve the low-cost airline segment as it is designed to grow in line with the evolution of an airline’s digital strategy. We’re constantly evolving and enhancing Blueview from project to project, making every deployment unique.”

Blueview is a software platform that provides a portal through which passengers can view and access a range of inflight digital services, such as onboard retail and inflight entertainment. Blueview can provide secure payment processing, connect with crew and passenger applications already on the aircraft, as well as deliver powerful analytics.

The forthcoming introduction of inflight entertainment marks a significant milestone in Vietjet Thailand’s transformation journey, the July 8 press release said. As the airline expands its fleet and prepares for longer-haul international routes, this new service will raise the bar for comfort and convenience, especially on extended flights. The IFE system reflects Vietjet Thailand’s ambition to go beyond low fares, offering a modern, connected and passenger-centric experience.

Whether traveling for business or leisure, short-haul or long-haul, travelers can soon enjoy a wide variety of movies, TV shows, music and interactive content onboard. The IFE service is set to launch in Q3 of this year.