

# Vietnam Airlines picks PressReader online newsstand



PressReader will add Vietnamese publications and language for its news customer, Vietnam Airlines

[PressReader](#) will provide [Vietnam Airlines](#) with the company's online newsstand, integrating it into the airline's app and allowing passengers to access written content 24 hours before their flight and 24 hours after landing.

PressReader will also integrate the Vietnam Airlines inflight magazine Heritage with the thousands of other titles from more than 120 countries in more than 70 languages. PressReader has enhanced its digital catalog with additional Vietnamese content. The company has also updated the user interface on both the web and apps to include Vietnamese as one of the supported languages.

"Launching the PressReader service is our new advance in digitizing services and enhancing the flight experience for passengers. Moreover, this will help Vietnam Airlines reduce paper and transport load of the aircraft, thereby contributing to saving resources and environmental protection., said Thinh Hong Quang, Executive Vice President of Vietnam Airlines, in today's announcement.

Vietnam Airlines is a member of SkyTeam and the second partnership for PressReader in the alliance. The company announced it would be aboard Italy's ITA Airways in January