

# Anuvu prepares for expansion in 2022



Anuvu

supplied high-definition content for Cathay Pacific's 4K entertainment

In the past year, [Anuvu](#) reports it has expanded its client base, diversified technology in its portfolio and, most recently, secured new growth capital to support long-term strategy.

The company has secured commitment for [\\$50 million of growth capital](#) that will allow it to focus on the expansion of the Anuvu Constellation ground and space networks, including its network management and data platforms and advanced mobility-focused antennas. With additional board authorization for new equity, the company plans to continue to make investments across inflight entertainment and connectivity.

Formerly Global Eagle, the Anuvu brand launched in May 2021. The company has appointed a new board of directors, added to its executive leadership team and increased its financial backing from blue-chip investors.

Also in the past year, Anuvu sharpened its focus on mobility markets by selling its legacy land business to Marlink AS in March. Anuvu announced its plan to launch a high-performance MicroGEO satellite constellation, delivering dedicated bandwidth to aviation and maritime customers. The partnership with satellite manufacturer [Astranis](#) includes two satellites to launch in early 2023, with six more to follow.

Additionally, the [European Union Aviation Safety Agency](#) (EASA) granted approval for a Supplemental Type Certificate (STC) for the installation of Anuvu's internally developed Airconnect Global Ku inflight connectivity (IFC) system. This allowed Anuvu to install core components

In media and content, Anuvu launched a digital end-to-end supply chain with two new solutions for media and content customers: Iris and Explore. Iris a turnkey IFE subscription service that delivers high-quality content to passengers and simplicity to airlines by offering a wide variety of premium content and bespoke customer solutions. Additionally, [Explore](#) is a user-friendly and comprehensive

online tool for content and media selection.

Anuvu also delivered high-definition inflight entertainment to Cathay Pacific, which was the first airline in the world to offer 4K inflight entertainment screens.

Anuvu elevates its airline and maritime partners' entertainment options to enhance passenger and guest experiences with diverse and unique entertainment options. The company's content team curates content from local and worldwide markets, while simultaneously creating new entertainment verticals that satisfy passengers' evolving tastes and preferences.

Anuvu also expanded its non-traditional video content through a partnership with [Complex Networks](#), one of the largest youth culture brands. Anuvu also expanded inflight game options, in partnership with the multinational entertainment company [Entertainment One \(eOne\)](#), and secured the exclusive worldwide rights to the critically acclaimed film ["Hi, Mom"](#) (outside mainland China) and award-winning independent films *Minari* and *First Cow*.

Anuvu this year renewed contracts United Airlines, Air New Zealand, Hawaiian Airlines, Gulf Air, Cathay Pacific, Vietnam Airlines, Flydubai and El Al, amongst others. Additionally, in 2021 Anuvu proudly partnered with new inflight entertainment clients, including Breeze Airways, Air Belgium, Corsair, Asiana Airlines and Royal Brunei Airlines.

In maritime entertainment, Anuvu built upon the success of its MTN-TV product, which provides cruise lines with live global television and movie content, currently servicing more than 200 ships worldwide. The company has a longstanding agreement with Royal Caribbean Group to provide their Royal Caribbean, Celebrity and Silversea ships with content.