

Bhutan Airlines launches AirFi's portable IFE solution



Passengers will be able to access the IFE system on flights through their personal devices

National carrier [Bhutan Airlines](#) has launched [AirFi](#)'s inflight entertainment (IFE) system to provide passengers with a seamless travel experience.

Passengers on all of the airline's flights can now watch international and regional TV, documentaries, music and magazines, along with live flight tracking — all accessible to passengers through their personal devices.

In a March 20 press release on the new IFE partnership, Pema N. Nadik, Chief Executive Officer of Bhutan Airlines said, "We are excited to launch our new IFE system, powered by AirFi. It will significantly enhance the overall travel experience for our passengers. These new systems are part of our ongoing efforts to improve our services and provide our customers with the highest level of comfort and convenience. AirFi is a proven leader in portable wireless IFE and can provide a perfect blend of entertainment to complement our passenger demographic."

Many of the airline's regional competitors offer no IFE service to passengers.

Feedback shows that the air-map has become the most popular element of inflight entertainment systems, capturing passengers' attention by posting live updates about their journey. In addition to displaying the position and direction of the plane, the map also displays the altitude, airspeed, elapsed time and remaining time to give passengers the sense of movement.

Early feedback from passengers shows that the air-map (moving map) has become the most popular element of the inflight entertainment system. In addition to displaying the position and direction of the plane, the map also displays the altitude, airspeed, elapsed time and remaining time.

AirFi CEO, Job Heimerikx, said, "I'm always happy when AirFi's low capex business model and easy-to-deploy solutions can enable a carrier like Bhutan Airlines introduce IFE for their passengers," he said. "When Bhutan Airlines is ready add new features to the IFE offering or wished to boost ancillary revenues from onboard sales, we will be ready with flexible, tailor-made options."