

Bluebox and SkyFive expand A2G inflight connectivity



Bluebox and SkyFive sign MOU

Bluebox Aviation Systems ([Bluebox](#)) and [SkyFive](#) have announced a partnership to help airlines get more from Air-to-Ground (A2G) inflight connectivity by turning bandwidth into better passenger experiences and stronger ancillary revenue opportunities.

The joint proposition combines SkyFive's inflight connectivity platform with Bluebox's Blueview inflight entertainment, retail and passenger engagement platform, helping airlines unlock more value from connected aircraft and generating tangible profits from digital services

Together, the solution enables airlines to deliver a range of digital passenger services including personalized content recommendations, dynamic advertising, order-to-seat retail with live payments and connected onboard commerce, all designed to improve both passenger experience and commercial performance.

Bluebox will provide the inflight entertainment, advertising, retail and order-to-seat layer across the SkyFive system, delivered either through integration with SkyFive's OpenServer platform, or, where connectivity allows, through Blueview Cloud, Bluebox's ground-hosted digital services platform.

The result is a more flexible way for airlines to think about connectivity investment: not just as infrastructure, but as a platform for passenger engagement, retail growth and measurable return.

"Airlines are increasingly asking the same question: how do we get more value from connectivity?" said Dougie Brown, Head of Account Management and Partnerships at Bluebox. "Passengers expect more personalized, digital experiences onboard, while airlines want clearer commercial returns. Combining SkyFive's connectivity with Blueview gives airlines practical ways to do both."

The partnership opens the door to a range of new opportunities for airlines, including:

- Order-to-seat retail with live payment capability
- Dynamic advertising and targeted offers
- Personalised entertainment recommendations
- Connected retail and ancillary revenue opportunities
- Real-time updates to content, menus and passenger services

Crucially, airlines can adopt the solution in a way that works for their operation. Bluebox services can be integrated into onboard systems or delivered through the cloud as connectivity capabilities evolve, giving airlines more flexibility as fleets and digital strategies continue to change.

“Connectivity is nothing without monetization,” said Dirk Lindemeier at SkyFive. “Passengers increasingly expect more personalised, digital experiences onboard, but airlines insist on clear commercial outcomes. Our architecture was designed open from the outset, and working with Bluebox now allows us to bring together connectivity and passenger engagement in a way that gives airlines more flexibility and more opportunity to create value.”

For airlines looking to justify connectivity investment, the partnership creates new ways to improve passenger satisfaction while opening up opportunities to offset CAPEX and OPEX through increased ancillary revenue and smarter digital engagement.