

Immfly acquires Data Clarity to deliver data-driven retail and connectivity ecosystem

This is a special feature from the November 2025 [APEX FTE Asia Expo issue](#) of *PAX Tech*, on [page 4](#).



The acquisition merges Immfly's digital expertise with Data Clarity's data intelligence to advance airline retail and connectivity

[Immfly](#) has reached an agreement to acquire [Data Clarity](#), bringing the two aviation technology companies under one umbrella to develop an integrated retail and connectivity platform.

Together, the companies will deliver a single platform uniting passenger engagement, inflight connectivity and data-driven retail forecasting. The result: reduced waste, increased revenue, streamlined operations and more sustainable passenger journeys.

"This is not just about technology, it is about redefining how airlines connect with passengers and unlock value," said Jimmy M. von Korff, Executive Chairman and Co-Founder of Immfly. "By uniting our strengths, we are creating a new benchmark for efficiency, revenue growth and loyalty in the skies."

By combining Immfly's onboard digital solutions expertise with Data Clarity's proven leadership in data intelligence, this partnership creates a powerful foundation for the next era of airline retail and connectivity.