

Immfly and China Airlines expand partnership with W-IFE for A330s



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[Immfly](#) has strengthened its strategic partnership with [China Airlines](#) to digitize and elevate the passenger experience. The collaboration, which began two years ago, now extends to more than ten A330 aircraft that will feature Immfly's advanced W-IFE system—building on the success of the initial deployment on China Airlines' 737-800s.

This five-year agreement further cements Immfly's growing presence in Asia, expanding its pioneering digital platform in the Taiwanese market, the November 5 press release said.

"In an era when digitalization is essential, we offer an advanced, modular solution that empowers airlines to evolve their digital strategy at their own pace while unlocking new revenue opportunities," said Pablo Linz, co-founder of Immfly. "From the passenger's perspective, the experience is immediately elevated by offering easy access to movies, music, magazines, and online shopping through their phones or tablets."

Immfly's unique solution not only delivers premium entertainment content—including the latest cinematic releases—but also integrates comprehensive retail solutions, all accessible through a customizable, modular interface tailored to today's travelers demands.

China Airlines commented, "Based on our operational experience with the 738 fleet, mobile streaming is undoubtedly the preferred choice for the new generation of travelers with an utilization rate of up to 90 percent so far this year. We have therefore decided to seamlessly transplant this mature solution to the A330 fleet as well. The move will not only represent a new milestone in the digital

transformation of China Airlines but also fulfill our commitment on low-carbon and sustainable cabins.”

Two years ago, China Airlines became a pioneer in Taiwan’s aviation industry by partnering with Immfly to introduce the Fantasy Sky Wireless Entertainment System across its 737 fleet. This collaboration brought a the digital platform to Taiwan, seamlessly integrating entertainment, connectivity and retail services accessible on any onboard personal device.

Through this expanded partnership, China Airlines and Immfly aim to set new standards in passenger experience.