

Inflight Dublin showcases partnership with Soft Space at FTE APEX Asia Expo



CEO John White & CTO David Miller (right) with the Soft Space team (left) at FTE APEX Asia Expo on November 8

[Inflight Dublin](#) announced in a November 2 press release that it has partnered with [Soft Space](#) to bring an Order to Seat capability to airlines in Asia. The two companies were present at FTE APEX Asia Expo in Singapore this week, showcasing the new collaboration.

The partnership involves integrating Soft Space's FassPOS payment platform into Inflight Dublin's Everhub Wireless IFE solution, the press release said. The goal of this integration is to expand the choices for airlines and improve the passenger experience. Inflight Dublin said in its press release that

the announcement signifies a valuable asset in the company's pursuit of growing a customer base in Asia.

"Our integration with Everhub will further enrich our in-air offerings, allowing passengers to now order directly from their own devices," said Joel Tay, CEO, Soft Space.

"At IFD, we believe in bringing the optimum selection of technology to an airline to deliver their desired service," said John White, Inflight Dublin CEO, "Soft Space extends this further with an easy-to-deploy Order to Seat capability, coupled with a comprehensive cloud-hosted inventory and stock management capability."

"Soft Space is already delivering ground and air-based payment capabilities via FassPOS to a number of airlines in Asia," said Joel Tay, Soft Space CEO, "Our integration with Everhub will further enrich our in-air offerings, allowing passengers to now order directly from their own devices."

Soft Space is headquartered in Malaysia and has revolutionized digital payments with its softPOS solution and cloud-based settlement systems, the press release said. Soft Space's systems are operational in more than 30 countries to date, allowing any mobile device to become a payment terminal for use by retailers, banks, and airlines.

The integrated solution is being showcased at the FTE APEX Asia Expo at the Marina Bay Sands Expo and Convention Centre in Singapore this week.