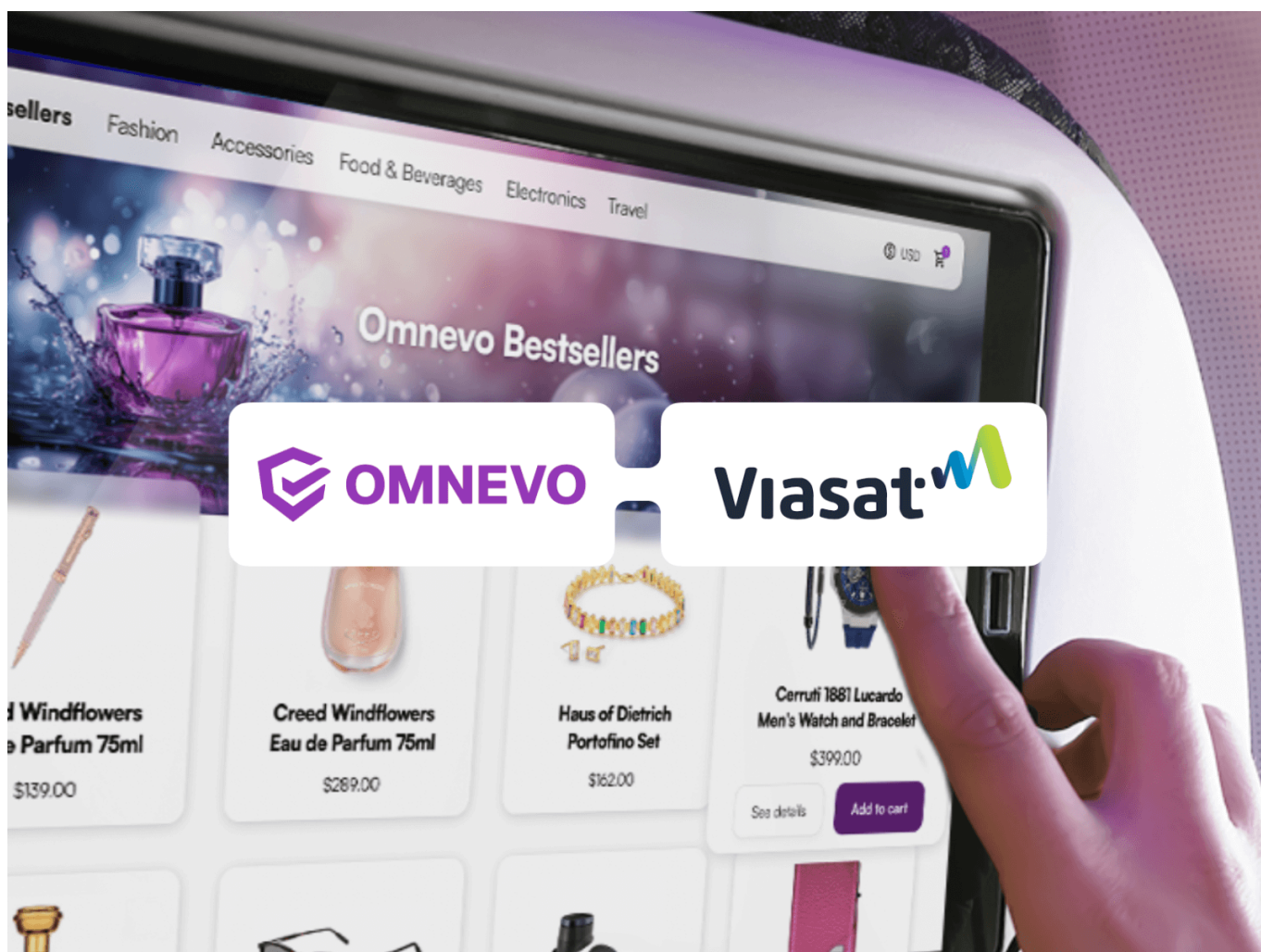


Omnevo partners with Viasat for connected passenger experience



Omnevo joins Viasat's Connect Partner Platform

[Omnevo](#) has entered a strategic agreement with [Viasat](#) to deliver a seamless connected passenger experience. This collaboration brings together advanced digital retail capabilities and high-speed inflight connectivity, enabling airlines to deliver seamless, real-time shopping experiences that enhance the passenger journey and drive ancillary revenue.

As a launch partner within Viasat's Connected Partner Platform, Omnevo is uniquely positioned to bring innovation to the inflight commerce space, the April 8 press release said. By combining its omnichannel digital commerce platform with Viasat's high-capacity connectivity, the partnership allows airlines to create a fully connected retail journey - from browsing and ordering to real-time payments and delivery at the seat.

"We're excited to join forces with Viasat to unlock a new era of connected onboard retail," said Michael Raasch, CEO of Omnevo. "This partnership represents a key step in our mission to empower airlines with technology that not only enhances the passenger experience but also delivers measurable revenue growth through smarter, more efficient retail operations."

The key benefits of the partnership include:

- Seamless passenger experience allowing travellers to browse and purchase food, beverages, and duty-free products via their personal devices, with real-time order updates and direct seat delivery.
- Real-Time orders enabled by connectivity – Viasat’s high-speed connectivity enables instant processing of payments and inventory updates, reducing fraud and decline rates while improving stock accuracy.
- Streamlined crew operations – Cabin crew benefit from simplified workflows, with fewer manual tasks and more time for high-value customer interactions.
- Data-driven revenue opportunities: Airlines can leverage targeted product recommendations and dynamic pricing to increase average basket size, conversion, and total spend per passenger.

“Omnevo brings deep domain expertise in travel retail technology, and together we’re creating a truly end-to-end,digital-first retail experience,” said Nathan Clapton, Vice President of Inflight Media, Viasat. “With real-time data and seamless transactions, this collaboration represents the future of inflight retail.”

The work with Viasat is part of Omnevo’s strategy to integrate with leading connectivity providers and drive the evolution of digital retail in the air.