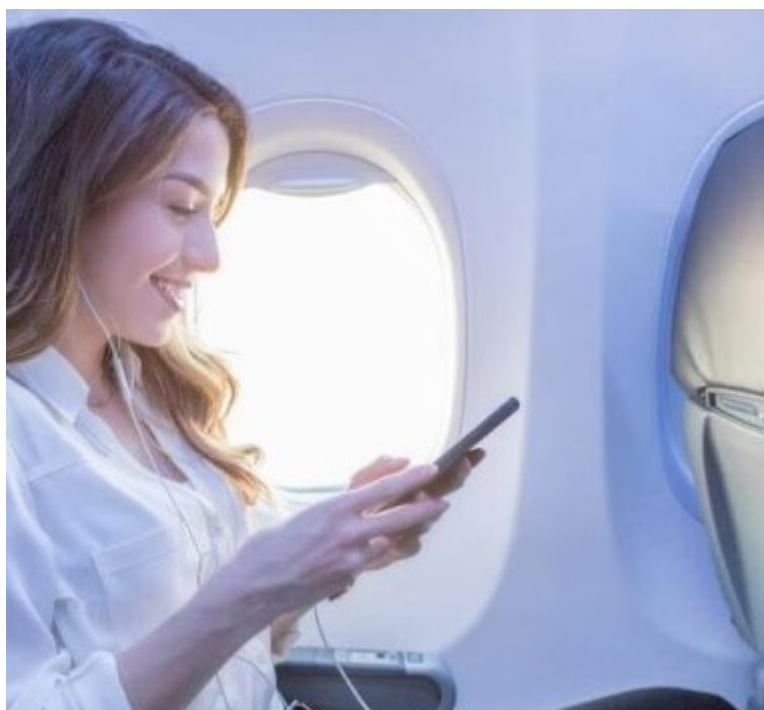


# PXCom and InterLnkd announce strategic collaboration



PXCom and InterLnkd are partnering to integrate InterLnkd's AirMall into PXCom's SkyVerse IFC portal solution

[PXCom](#) and [InterLnkd](#) have announced a strategic collaboration to integrate InterLnkd's solutions into IFC, leveraging PXCom's expertise in inflight digital platforms and connectivity portals.

## **Bringing AirMall to the connected cabin**

Through this collaboration, PXCom will have the ability to integrate InterLnkd's AirMall into its SkyVerse IFC portal solution, making InterLnkd's plug-and-play Travel Retail technology easily available for any airline.

"We see strong potential in combining PXCom's IFC portal expertise with InterLnkd's Travel Retail capabilities," said Cyril Jean, CEO of PXCom. "AirMall is a natural addition to our portfolio and will allow our airline customers to tap into incremental revenues within their connected cabin."

Turning connected passengers into airline revenue AirMall is InterLnkd's curated globally dynamic inflight retail and media platform, designed to turn inflight connectivity into a new commercial channel for airlines. By connecting passengers to relevant brands, products and content while they are online in the cabin, AirMall helps airlines generate ancillary revenue without adding operational complexity. Integrated into PXCom's SkyVerse portal, it becomes a ready-to-deploy option for airlines of any size.

"Free and fast connectivity is rapidly expanding through the airline fleets, and the opportunity is to make it commercially valuable for airlines," said Barry Klipp, CEO and Co-founder of InterLnkd. "PXCom's SkyVerse portal is an ideal partner for AirMall, and this collaboration gives airlines a faster, simpler route to monetising their connected cabin."

## **Shaping the future of IFEC**

The collaboration creates a foundation for PXCom and InterLnkd to further combine their expertise in IFC, digital passenger experiences and travel retail for both the passengers' and airline's benefit. By bringing AirMall into the SkyVerse digital ecosystem, both companies aim to explore new ways of leveraging connected aircraft, intelligent digital services, data-driven personalization and seamless passenger engagement.

"The connected cabin is evolving into a sophisticated digital ecosystem, and our role is to provide the technology that enables airlines to continuously enrich that environment," said Jean. "This collaboration with InterLnkd is another step towards a more intelligent, connected and dynamic IFC experience."