

STARLUX Airlines and PressReader bring digital publications to passengers



STARLUX Airlines partners with PressReader to bring magazine and newspaper content onboard

[PressReader](#) has partnered with [STARLUX Airlines](#) to provide passengers with onboard content. STARLUX Airlines passengers can now enjoy complimentary access to more than 7,000 newspapers and magazines, from 120+ countries, available in more than 60 languages. PressReader's catalog includes domestic Taiwanese publications, such as Liberty Times and CommonWealth Magazine, global publications such as The Washington Post, National Geographic Traveller and Mainichi Shimbun, as well as STARLUX Airlines' own inflight magazine, kiänn.

In addition to being accessible through STARLUX Airlines' website, the PressReader platform will also be seamlessly integrated into STARLUX Airlines' self-developed application, the JX Reader App. This enables passengers to browse and download titles from their own devices 48 hours before departure and up to 24 hours after arrival.

Hilary Lu, Chief Sustainability Officer at STARLUX Airlines, said, "At STARLUX, we believe that true luxury includes caring for the world we explore. Our partnership with PressReader aligns with our sustainability goals to support a greener planet while enhancing the in-flight experience. We are proud to provide our passengers with convenient access to global content anytime and anywhere, while taking a meaningful step toward a more sustainable future."

STARLUX Airlines joins PressReader's growing roster of airline partners which includes Singapore Airlines, Qatar Airways and British Airways.

"Our partnership with STARLUX Airlines reflects a shared commitment to sustainability, and delivering exceptional experiences," said Hugo Merino Montero, Senior Director of Travel and Leisure at PressReader. "By offering passengers digital access to thousands of the globe's leading publications, 1

we're reducing paper waste while enhancing the travel experience with world-class content."