

Air Japan selects Bluebox's Blueview for onboard retail and IFE



From February 2024, AirJapan passengers will be able to access Bluebox Aviation's onboard retail and IFE services

[AirJapan](#), the new airline brand under [ANA HOLDINGS INC.](#), has selected [Bluebox's](#) Blueview digital passenger services platform for its widebody fleet. Air Japan intends to begin operating flights in February 2024 and expand its network over time, serving medium-haul markets in Asia.

The onboard retail solution will allow passengers to use their own devices to order items from AirJapan's food & beverage menu and retail catalogue. Hosted on the Bluebox Wow portable wireless system, Blueview will also stream IFE content, tailored to the markets served by AirJapan, to passengers' own devices.

"Our focus since we launched our new brand has been our concept of 'Fly Thoughtful' and this new service offers our passengers the freedom to make purchases when they wish from the convenience of their own seats and the familiarity of their own devices," said Hideki Mineguchi, President of Air Japan in an August 2 press release. "It is another new service we have added to our product since our brand launch that embodies our innovative spirit and will ensure that once we start flying, our passengers have an outstanding experience of flying with us."

Blueview is a software platform that provides both the browser-based portal through which passengers can view and access a range of digital services on board — such as onboard retail and in-flight entertainment — as well as all the underlying functionalities.

Bluebox Wow is hardware that delivers a Blueview digital services platform to passenger devices wirelessly in any aircraft cabin. Bluebox Wow is the size of a lunchbox — lightweight, and easily deployed in overhead lockers. It is scalable and available in a portable battery-operated version or a certified solution with a fitted partition, aircraft power, and further options such as PA pause.