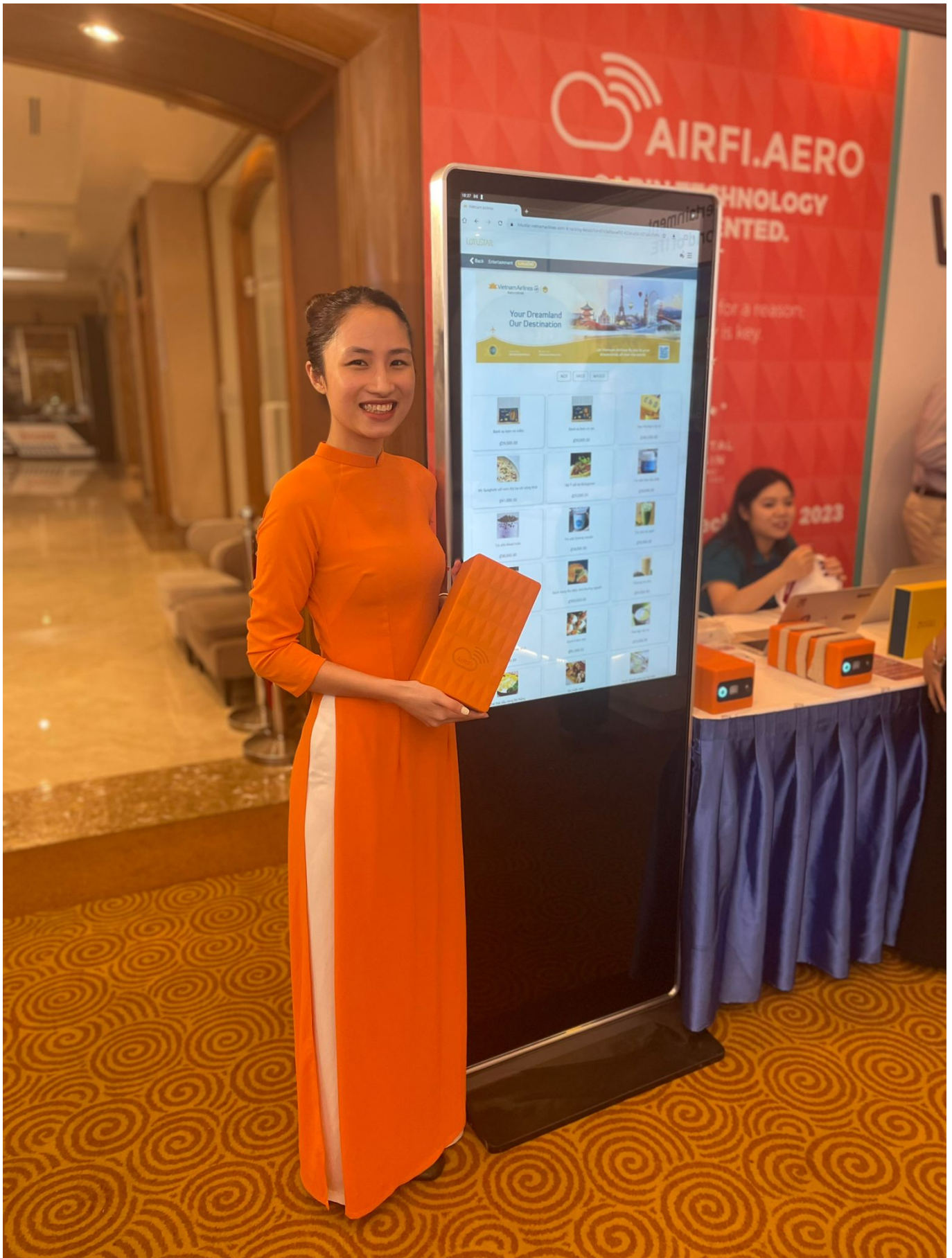


# Vietnam Airlines inks deal with AirFi



AirFi will provide wireless-IFE and buy-on-board capabilities to Vietnam Airlines' A321 aircraft

[Vietnam Airlines](#) has selected [AirFi](#) to equip 37 of the carrier's Airbus A321 aircraft with wireless in-flight entertainment (IFE) and enable in-seat ordering for passengers.

Under a two-year contract, the aircraft will be fitted with a set of portable AirFi boxes, giving passengers an IFE service for the first time, with content streamed to their personal electronic devices. The airline is also replacing its trolley service an in-seat ordering function enabled by AirFi, which can be used to purchase hot and cold food, beverages, and duty-free items. Passengers will also have the option to pay for certain duty-free items to be delivered to their homes after their trip.

The rollout has already begun and is scheduled for completion by mid-October when the solution is expected to go live. Once operational, the logistics surrounding the new technology will be managed by Vietnam Airlines at three airport bases: Hanoi (HAN), Saigon (SGN) and Da Nang Int'l (DAD).

The deal complements Vietnam Airlines' broader digitalisation strategy, which focuses on three factors: Digital Technology, Digital Data and Digital Culture. In a bid to become Vietnam's first digital airline by 2025, it recently signed a Memorandum of Understanding with Visa to ensure that passengers benefit from a convenient, secure digital experience throughout their journey.

"Vietnam Airlines is certified by SkyTrax as a four-star airline, and we continue to push towards five-star status. One of the ways we're doing so is by introducing new products and services that will surprise and delight our passengers. AirFi's solution promises to deliver a premium experience for travellers while generating increased revenue for the airline, which made for a compelling business case," commented Pham Trung Dung, Deputy Technical Director at Vietnam Airlines, in a September 11 press release.

"We're immensely proud to have won a contract with the flag carrier in Vietnam, Vietnam Airlines. With the addition of this carrier, AirFi now has a stronger presence in the Asian marketplace than ever before. Our unique business setup gives us strong local relevance in any market so that airlines everywhere can embrace innovative cabin digitalisation and onboard sales solutions," added Job Heimerikx, AirFi's CEO.

AirFi Vietnam is operated by local partner [Basecare Vietnam](#).