

Airfree taps into connected cabin with latest range of inflight solutions



Airfree has introduced e-Menus, eliminating the need for printed materials

[Airfree](#) has launched a suite of inflight services for connected airlines, that aims to redefine inflight retail, dining, and content display.

With Airfree's innovative platform, passengers gain access to a vast array of product options online which they can conveniently browse and then order using their seat screens or smartphones during their flight. Airfree also enables flexible delivery options, allowing passengers to choose delivery at the airport, their home, or even on a future connecting or return flight.

The solution is built upon Airfree's development of patent-pending semi-embedded technology, which enables the updating of content on the plane's servers prior to each flight. By adopting this approach, Airfree helps airlines minimize satellite connection costs and optimize bandwidth usage. The company claims bandwidth usage is approximately 200 times less than that of a typical ground-based website. This efficient utilization of bandwidth ensures a fast, seamless, and efficient experience for passengers, with internet bandwidth use limited primarily to the checkout phase.

With the introduction of its e-Menu solution, traditional paper menus can be removed, allowing airlines to offer meals, customized to reflect the menu available in each specific cabin class and on various flight routes. Passengers can also place orders directly from their seatback screen or personal devices and enjoy a delightful inflight culinary journey.

In addition to the e-Menu, Airfree's Inflight Services Sales feature enables airlines to deliver an

enhanced service, tailored to the inflight experience. Passengers can upgrade to business class, access exclusive amenities, or enjoy a premium business meal, unlocking additional ancillary revenue opportunities for airlines.

"We are thrilled to capitalize on our technology to propose a new usage in the cabin," explained Etienne de Verdelhan, CEO of Airfree in a May 26 press release. "Airfree empowers connected airlines to redefine the passenger experience. We can add a real-time dimension to any type of content and sales process. Airlines could present newsfeeds, personalized offers, destination highlights, and more, captivating passengers with targeted content and unlocking new opportunities for revenue generation. Our e-Menu solution is about to be launched on a leading airline, showcasing Airfree's expertise in inflight dynamic content display."