

Anuvu offers onboard revenue solution



Airtime Market allows passengers to pay for food and beverage for their PED's

[Anuvu](#) last week announced the launch of Airtime Market, a new offering in the company's Airtime Portal.

The product enables passengers to order and pay for food and beverage products directly from their personal devices, giving airlines full transparency across their onboard revenue and inventory.

Airtime Market is designed to address unnecessary costs, uncertain inventory levels and potential transaction fraud that are typical with manual payment services. Airtime Market ensures that flight attendants are spending less time in the aisle, decreasing health risks that arise through person-to-person exposure, and reducing cost, logistics and hygienic concerns associated with printed menus.

"When it comes to inflight food and beverage service, airlines have been relying on outdated and manual processes for far too long," says Mike Pigott, Executive Vice President of Connectivity at Anuvu, in last week's announcement. "Recent technological advancements have afforded us the opportunity to simplify the online purchasing process for consumers and businesses alike, aviation industry included. Anuvu is eager to continue moving the needle forward and empowering airlines to take control of their onboard revenue and ensure optimal passenger experiences."

Airtime Market also offers passenger features including contactless ordering and payment, simple dietary navigation and filtering, real time order tracking, auto-generated electronic receipts, and digital coupons.