

# New app partners for AERQ's open IT platform AERENA



AERQ will offer airlines three important travel features through its collaboration

[AERQ](#) today announced it would collaborate with further partners whose apps and offerings that will be available on AERENA, the company's platform for digital engagement, empowerment and intelligence.

AERENA will facilitate greater passenger engagement onboard the aircraft leading to a deeper understanding of passengers' inflight behaviors and needs. AERENA brings airlines, passengers and selected third party partners together to kickstart a new global economy in the sky.

"We are excited to announce further partners for AERENA. They play an important role in the creation of a memorable digital experience onboard as their apps and offerings will help passengers make the most out of the time spent onboard. Our objective is to have an extensive partner ecosystem across different use cases and industries available on AERENA, there are many more partners to come," said Arnd Kikker, Co-Managing Director at AERQ.

"Partnerships are a fundamental component of AERENA. Airlines will be able to choose from our partner ecosystem to match any personal experience and preference of their passengers, all to enhance ancillary revenues possibilities" added Son Yob (Louis) Pak, Co-Managing Director at AERQ.

With its cloud-based and open software architecture AERENA allows instant onboarding of third parties. The partners and their offerings are:

[Airfree](#) is a French start-up specializing in the digitalization of onboard shopping, food and beverage, and inflight services. It provides connected airlines with a SaaS e/m-commerce platform designed specifically for inflight use. From their seat screen or smartphone, passengers can shop for thousands of products, order during flight time, and get delivery at the airport, at home or directly onboard on a current or future flight.

Airfree's patent-pending semi-embedded technology enables hosting updated content on the plane's servers before each flight. It ensures smooth browsing and real-time transactions and stock check while using very little Satcom connectivity (100 times less than a ground-based website).

[GetYourGuide](#) is a travel experiences booking platform. Since 2009, GetYourGuide has worked with local partners and with to provide round the clock customer service to help travelers find events and other experiences.

[SQUAKE](#) is an API solution that enables travel, logistics, and mobility companies to develop sustainable product offerings. The company helps other businesses to calculate CO2 emissions in real-time, offer CO2 compensation through a variety of innovative CO2 projects and thereby accelerate corporate sustainability efforts.