

Seamless Air Alliance welcomes new members



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The [Seamless Air Alliance](#) announced it has added more members to its membership. [Alaska Airlines](#), [JetBlue](#), [Boeing](#), [Panasonic Avionics Corporation](#), [Safran](#), and [Riverbed Technology](#) have joined the growing membership base.

An [April 28 press release](#) said these organizations will join founding members such as [Airbus](#), [Delta](#), [OneWeb](#) and [Bharti Airtel](#).

“Our guests are returning to our flights with the expectation that they’ll be able to complete the same tasks they do on the ground while in the air. At Alaska, we’re passionate about continuing to elevate the guest experience and excited by the work Seamless Air Alliance is doing to help push the industry ahead and set end-user standards of performance versus the more primitive hardware-based metrics that ignore the end-user’s expectation,” said David Scotland, Principal Product Manager for Inflight Entertainment & Connectivity at Alaska Airlines.

Jack Mandala, Seamless Air Alliance Chief Executive Officer, said the airlines will carry the torch for the implementation of any global standards for inflight connectivity.

“The Seamless Air Alliance is where industry players come together to drive the metrics and standards needed to deliver on the connectivity experience passengers have been craving,” he said.