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Southwest Airlines Chooses Anuvu to Upgrade Wi-Fi on Current Fleet

The technology provider hits 100 aircraft milestone in modernization project using Anuvu's new proprietary software

Los Angeles, CA — June 8, 2022 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, announced it has partnered with Southwest Airlines to modernize inflight connectivity equipment across 350 of its 737NG aircraft. This partnership will offer Southwest customers and crew up to 10-times the speed and bandwidth of the current equipment.

Southwest is trialing the new Anuvu service on certain West Coast flights at no charge through June 10. With Anuvu's upgraded offering, Southwest passengers will be able to enjoy higher-bandwidth media sites such as HBO Max and Netflix. The full 350-aircraft fleet is planned to be fitted by the end of 2022.

The upgraded hardware, coined Dedicated Space™, employs software intelligence to make the most efficient use of available bandwidth in real-world conditions, giving passengers a more reliable and stable internet experience.

"Anuvu's modernization program is an important next step in our long relationship with Southwest Airlines and exemplifies the work our team is doing to propel the industry into the future," says Mike Pigott, Anuvu's EVP of Connectivity. "We are excited to complete this installation as we continue to revolutionize aviation technology."

Anuvu completed the first full modernization of Southwest's 737NG aircraft on April 1, 2022, less than a year after the program launched, and has just completed retrofitting 100 aircraft. The installation included the development, integration, certification, and production delivery of four new components for the aircraft connectivity system: Modem Data Unit, 40W High Power Transceiver, 50W High Power Transceiver and Wi-Fi 6 Access Point.

The Dedicated Space system was recently announced as a finalist for the 2022 Crystal Cabin Awards, recognizing the joint innovation by Anuvu and Southwest.

About Anuvu

Anuvu's global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today while optimizing for tomorrow. Our goal is to provide clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Anuvu's innovation defines next-generation passenger

experiences through integrated solutions tailored to customers' brands and service objectives.

Anuvu. Let Innovation Move You.

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