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New Airline, Norse Atlantic Airways, Selects Anuvu To Deliver Inflight Entertainment



The partnership will deliver premium media and content to Norse Atlantic Airways passengers

Los Angeles, CA – June 23, 2022– [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces [Norse Atlantic Airways](#) as its newest inflight entertainment (IFE) customer. Norse started operations on June 20, 2022, with an aim to deliver a premium IFE experience to passengers traveling between the United States and Norway.

“We are thrilled to have been selected as Norse Atlantic Airways’ content service provider to bring the best inflight entertainment experience to their passengers,” said Estibaliz Asiain, SVP, Media & Content at Anuvu. “Launching an airline comes with a unique set of unpredictable challenges. As such, our top priority was to shoulder the majority of that pressure for their inflight entertainment so the Norse team could focus on the launch of their airline.”

Norse passengers will have access to nearly 200 movies and television shows including

popular Hollywood releases and Western television shows. Anuvu will work closely with the team to diversify its entertainment packages to suit evolving passenger preferences as the airline establishes its core customer base.

“We are pleased to have selected Anuvu to deliver our IFE on board our Boeing 787 Dreamliners. A premium IFE service is a vital part of the Norse Atlantic customer experience and we are confident that Anuvu will deliver this for us.” Said Andrew Hodges, Chief Commercial Officer, Norse Atlantic Airways.

About Norse Atlantic Airways

Norse Atlantic Airways is a new airline that offers affordable fares on long-haul flights, primarily between Europe and the United States. The company was founded by CEO and major shareholder Bjørn Tore Larsen in March 2021. Norse has a fleet of 15 modern, fuel-efficient and more environmentally friendly Boeing 787 Dreamliners that will serve destinations including New York, Los Angeles, Florida, Paris, London and Oslo, among others. Flights from Oslo to the US will commence from 14th June 2022.

About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. 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 our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

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