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# Anuvu delivers 4K entertainment to Cathay Pacific

*Open™ platform makes Cathay Pacific first to deliver ultra-HD image quality on A321neo aircraft*

**Los Angeles, August 4, 2021** – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces the launch of ultra-high definition “4K” entertainment on Cathay Pacific’s Airbus A321neo aircraft.

Inflight entertainment at 4K is made possible by Open™, Anuvu’s unique cloud-based, digital technology platform. Typical 4K file sizes are 10 to 20 times larger than standard definition formats, but with Open™, Anuvu can process with ease libraries of large, high-definition content for its airline clients.

With today’s announcement, the culmination of nearly two years of testing, Cathay Pacific becomes the first airline in the world to offer 4K inflight entertainment screens, featuring 4K on-demand and Bluetooth audio streaming across all cabins in the airline’s Airbus A321neo fleet. The inaugural 4K-enabled A321neo flight will take place today, August 4, between Hong Kong and Shanghai.

Anuvu will supply Cathay Pacific with the latest Hollywood and Asian blockbuster entertainment in 4K, including the Oscar-winning titles 1917, Tenet, and Joker. The company is also diversifying Cathay Pacific’s library, adding popular box sets and access to the largest collection of Chinese films available in the sky.

Terri Davies, SVP Content & Media Services, Anuvu, says: “In collaboration with Cathay Pacific we have optimized inflight entertainment for their passengers. Our Open™ technology platform and unparalleled content sourcing expertise enable Cathay’s customers to indulge in a cinema-style experience. With a crystal-clear screen image and access to the latest popular releases, Cathay’s passengers can completely immerse themselves in the best quality content available.”

For more information about Anuvu’s entertainment offerings, please visit [www.anuvu.com/our-portfolio/entertainment](http://www.anuvu.com/our-portfolio/entertainment)

**ENDS**

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## 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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