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## Asiana Airlines Inc. Selects Anuvu as Content Service Provider (CSP)



*Partnership will deliver to passengers a diverse inflight entertainment experience*

**Los Angeles, January 24, 2022** – Anuvu today announces a new partnership with Asiana Airlines Inc., serving as the company's Content Service Provider (CSP) of record beginning January 2022.

As the Seoul-based airline's CSP, Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, will deliver an array of premium media and content options to flights around the globe. The new partnership expands Asiana Airlines' inflight entertainment (IFE) offering to include worldwide films and diverse TV options.

Through the partnership, Anuvu will leverage its extensive experience integrating media and content technology to seamlessly deliver entertainment to passengers via the variety of seatback and overhead systems onboard the airline's fleet, including Panasonic's eX2, eX3, eFX, eXW, and SK3.



"We are excited to expand our services into a new territory with Asiana Airlines, a partner who shares our passion for elevating the customer experience," said Estibaliz Asiain, Anuvu SVP Media & Content. "We will work closely with the Asiana team to bring onboard new entertainment options that reflect the diverse tastes of its passengers. We look forward to seeing what we can accomplish together."

Headquartered in Seoul, Asiana Airlines is a leading airline in South Korea, with its international hub at Seoul's Incheon International Airport and domestic hubs at Gimpo International Airport, also in Seoul.

"Anuvu is the most reputable company in the industry and has a proven track record of delivering results for its expansive portfolio of clients," said Young Joo Lee, Asiana Airlines' GM. "In the short time we have worked together, the team has already demonstrated that they are reliable and enthusiastic specialists in the industry. We are thrilled to build our partnership with them."

### **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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