

February 22, 2022



# Anuvu Offers Exclusive, Award-Winning Film *Zero to Hero* to Airline Customers

*Inspiring true story of an unlikely sportsman will thrill worldwide audiences*

**Los Angeles, CA, February 22, 2022** – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced it has obtained the exclusive worldwide inflight distribution rights (outside of mainland China) for Hong Kong's award-winning film *Zero to Hero*. The film is available for booking now, for passenger viewing in May 2022.

The inspiring true story of Hong Kong's six-time Paralympic gold medalist sprinter, presented by , is directed and written by Jimmy Wan. It stars producer and Hong Kong Film Award and Golden Horse-winning actress Sandra Ng, who plays the athlete's tenacious and loving mother. *Zero to Hero* has grossed over \$3.6 million domestically, making it Hong Kong's second-highest-grossing Chinese film of 2021.

*Zero to Hero* joins recent exclusive films *Hi, Mom*, *Minari* and *First Cow* in Anuvu's series of unique and global media options, part of the company's mission to help airlines deliver entertainment that is as diverse as their passengers and destinations.

"We are proud to continue leading the industry in connecting airlines and passengers with inclusive entertainment," said Anuvu's Estibaliz Asiain, SVP Media & Content. "Anuvu is committed to supporting films that are representative of every passenger's experience, and we know passengers will connect with *Zero to Hero*'s universal themes of overcoming adversity, discovering hidden talents, and fighting to finish first, despite a difficult start."

Based on the true story of an unlikely sportsman, *Zero to Hero* follows So Wa Wai, a severely disabled child, as he overcomes seemingly impossible odds to become Hong Kong's six-time Paralympic gold medalist sprinter. The film has already garnered various awards, winning Best Film at the 18<sup>th</sup> Asian Summer Film Festival and the Golden Angel Award for Outstanding Film at the 17<sup>th</sup> Chinese American Film Festival. Additionally, it was recently nominated for Best Picture at the upcoming 40<sup>th</sup> Hong Kong Film Awards.

"One Cool Pictures is delighted to have Anuvu exclusively distribute the worldwide inflight rights of *Zero to Hero*," said Christy Choi, Distribution Director of One Cool Pictures. "As always, we are confident that Anuvu, being the market leader in inflight entertainment for global airlines, will ensure the movie enjoys extensive exposure among inflight audiences around the world."

Carriers seeking to elevate their passengers' travel experience can contact Anuvu. To book this film please contact [entertain@anuvu.com](mailto:entertain@anuvu.com).

## **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.

Follow Anuvu on LinkedIn and Twitter for further updates and insights.

## **About Kite Hill**

Contact:

Kite Hill PR for Anuvu

Patrice Gamble

[anuvu@kitehillpr.com](mailto:anuvu@kitehillpr.com)