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Norwegian Air Shuttle Selects Anuvu's Award-Winning Inflight Connectivity Solution



Norwegian Air Shuttle will become the first Anuvu Dedicated Space™ connectivity customer outside of North America with the upgraded system across the entire fleet

LOS ANGELES, April 20, 2023 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, announced today a renewed partnership with Norwegian Air Shuttle. The airline has selected Anuvu for inflight connectivity (IFC) on current aircraft and additional Boeing 737 MAX aircraft the airline is acquiring.

Anuvu will upgrade the currently installed IFC hardware with its Dedicated Space™ technology, as well as install this new equipment on Norwegian's new aircraft. Dedicated Space is an award-winning modem technology that uses proprietary software to dynamically distribute capacity based on need. The solution will offer Norwegian's passengers and crew a more consistent and stable in-flight internet experience, plus significant improvements in upload and download speeds.

Norwegian Air Shuttle will add the upgraded solution to existing Boeing 737 NG aircraft and their new 737 MAX. Installations of the new hardware will begin on the 737 NG aircraft later this year, followed by Norwegian's MAX orders arriving through 2030.

The agreement renews a strong, 12-year partnership between Norwegian Air Shuttle and Anuvu, and further validates the strong performance of Anuvu's Dedicated Space technology. In 2011, Norwegian became the first European airline to offer Wi-Fi on single-aisle aircraft using Anuvu's connectivity solution.

"Norwegian Air Shuttle is an exemplary airline with a strong focus on their passengers and a customer we have been pleased to support for over a decade. Upgrading the airline's inflight connectivity experience with Dedicated Space is a significant advancement for Norwegian and a major achievement for the Anuvu team," said Nancy Walker, Anuvu SVP Commercial, Aviation Connectivity. "This agreement reflects confidence in our ability to remain innovative and deliver connectivity solutions that meet rapidly evolving consumer demands."

Designed by Anuvu exclusively for mobility customers, Dedicated Space merges modem technology with an AI-driven dynamic Network Management System (NMS) to optimize network performance. The solution provides faster satellite handover times—less than one second—which is significantly faster than industry average. Dedicated Space also offers increased upload performance and latency reduction.

Dedicated Space won the 2022 Crystal Cabin award in the IFEC and digital solutions category. Anuvu first deployed the system in 2022 and has completed more than 500 installations to date.

The modems and ground equipment are simple to upgrade, require minimal downtime, and are customized to eliminate unnecessary costs.

"Providing our passengers with a next-generation inflight experience is a priority," said Christoffer Sundby, Norwegian Air Shuttle Chief Marketing and Customer Officer.

"We have analyzed this IFC solution carefully and have been impressed by the performance and efficiencies it delivers. With Anuvu, we look forward to elevating the passenger experience of our Wi-Fi across the fleet. And we look forward to following the evolution of IFC technology together with Anuvu over time."

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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