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Anuvu Partners with Ryff for AI Compliance Screening Tool

The new partnership will revolutionize Anuvu's supply chain management with the power of true AI and machine learning.



LOS ANGELES, JUNE 24, 2024 – [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, has signed an exclusive agreement with Ryff, the leader in AI-powered Scene Intelligence software, to screen inflight entertainment industry for compliance utilizing their machine learning AI platform, designed specifically for Anuvu.

To maintain the highest standard of inflight entertainment, and with each content owner's prior approval, Ryff's state-of-the-art AI tool will leverage Anuvu's extensive experience in content compliance to review and flag content that may be sensitive or offensive, ensuring adherence to diverse global standards.

With its origins in virtual product placement, where it identifies stories and moments within content into which brands can digitally integrate their products and services, Ryff's AI platform brings powerful capabilities to the compliance and brand safety industry. Its advanced algorithms analyze content with consistent accuracy, reducing the risk of human error, and accelerates turnaround times for compliance checks. The Ryff AI platform can also handle unlimited volumes of content, making it ideal for airlines with extensive inflight entertainment offerings.

“Compliance is becoming more important than ever. With contentious cultural, geo-political and religious issues, we know our airline clients are in a difficult position wanting to be sensitive to everyone’s needs while also catering to their diverse passenger demographics,” says Kosh Hussain, VP Content Operations at Anuvu. “We currently have the most experienced compliance team in the industry providing compliance services to multiple airlines. However, we want to do more. We knew AI was the answer and Ryff has the speed, accuracy and learning capabilities in their bespoke platform to maintain our high standards.”

“As part of Anuvu’s commitment to investing in advanced technology, this new partnership with Ryff provides assurance that the entertainment offered by our airline partners meets global standards,” says Estibaliz Asiain, EVP Media & Content at Anuvu. “For the first time in the industry, we are able to screen content for compliance in minutes, instead of hours.”

For more information about Anuvu’s content and entertainment offering, visit anuvu.com.

All content is subject to approval by the content owner.

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About Anuvu

Anuvu connects and entertains the world’s passengers. Our award-winning content and connectivity solutions are reliable, scalable, and tailored to our customers’ brands and service objectives. With a flexible and agile approach, we maximize the technology available today, while optimizing for tomorrow.

Some of the most experienced professionals in the industry lead our teams and this, together with our long-standing client relationships, means we never stand still.

Anuvu. Let Innovation Move You.

Follow Anuvu on [LinkedIn](#) and [X](#) for further updates and insights or visit anuvu.com

About Ryff

Based in Los Angeles, Ryff specializes in In-Scene Advertising. Its proprietary GPU-based visual computing, AI, and ML platform, Spheera™, can ingest, analyze, and deliver brand and product integrations, at scale, into sport, film, TV, and social media. Targeting the \$190 billion digital video advertising and brand safety and compliance markets, its mission is to transform the way brands engage with audiences through authentic, context-aware product placement.

Learn more at www.ryff.com.

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