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Anuvu Celebrates Collaboration with Tier One Airlines Ahead of AIX; Prepares to Launch Anuvu Constellation



LOS ANGELES, June 1, 2023 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, is showcasing its connectivity and content relationships with the world’s leading airlines at the 2023 Aircraft Interiors Expo in Hamburg, Germany.

Anuvu is the only provider that offers both inflight entertainment and connectivity, with the ability to merge the two and create a seamless digital experience throughout the passenger journey. Anuvu leads the airline industry’s efforts to incorporate seatback screen content with their passengers’ mobile devices, using data to help our customers increase their return on investment.

As a connectivity pioneer, Anuvu is also helping airlines navigate the pathway from geostationary (GEO)-based satellites to new low-earth orbit (LEO) platforms with our hybrid “Bridge-to-LEO” strategy. This approach minimizes costs by ensuring that hardware investment is compatible with future LEO systems, requiring only minor equipment changes as these systems mature and gain greater market share.

To further our hybrid strategy, Anuvu is launching two initial MicroGEO satellites in the Anuvu Constellation in 2023, bringing a revolution in affordable, flexible and targeted capacity to GEO orbit.

“Our future-proof technologies ensure airlines can offer effortless connectivity and personalized entertainment options, as well as receive valuable insights into passenger preferences,” said Mike Pigott, Anuvu’s Executive Vice President, Connectivity. “Airlines can rely on Anuvu’s expertise and proven track record to integrate world-class content and connectivity as they enhance their overall passenger experience offerings.”

The Anuvu Constellation will complement the company’s roster of leased and owned GEO capacity covering the globe. These smaller satellites from Astranis Space Technologies are more financially efficient and provide flexibility while leveraging cutting-edge digital technologies. The initial two satellites will provide capacity for aviation and maritime customers in North America and the Caribbean.

“Customers look to us to provide them with the latest technology to optimize their fleet while gaining access to targeted and affordable capacity,” Pigott added. “Anuvu’s unique Bridge-to-LEO strategy and open architecture network can easily transition customers to make simple equipment changes as new technology becomes available.

In entertainment, Anuvu’s successful IFE relationships with leading airlines was recently celebrated at APEX Content Market, where Emirates and Turkish Airlines won awards for Best Entertainment. This recognition, alongside Anuvu’s robust content library, unique brand and streaming partnerships, and a fully automated, digital supply chain, underscores the provider’s commitment to delivering world-class entertainment experiences that captivate passengers and set new industry standards like reducing content cycles to a matter of days.

“Anuvu is helping to shape a world where content and connectivity merge, personalization is key, and advanced data analysis is driving strategy. We are proud to be the only content partner with the technology, creativity and local expertise to serve our clients’ needs today and well into the future,” said Estibaliz Asiain, Anuvu’s Senior Vice President, Media & Content.

To stay updated on the upcoming Anuvu Constellation, visit anuvuconstellation.com.

About Anuvu

Anuvu’s team of global experts manage connectivity and content requirements for demanding mobility markets including government, airlines, cruise lines, and mission-critical maritime, and energy applications. Anuvu’s flexible and agile approach enables us to adopt the newest technology for a superior customer experience, and we take pride in maximizing the performance of today while optimizing for tomorrow. Our goal is to provide mobility clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests.

Anuvu. Let Innovation Move You.

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