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# Global Eagle Reinvents Inflight Entertainment with 'Iris'

*New Service Delivers Quality Content to Passengers and Simplicity to Airlines*

**Santa Ana, California, April 20, 2021:** Global Eagle, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today introduces Iris, a cost-effective inflight entertainment (IFE) subscription service for airlines. Iris is already used by more than 20 of Global Eagle's major customers, with most of the company's client airlines converting to the platform by mid-2021.

Iris offers a wide variety of premium content, including bespoke customer solution services, to support airline budgets and passenger experiences, while meeting passengers' expectations for high-quality IFE as they return to air travel. The service complements Global Eagle's content offering for the world's leading airline brands, leveraging the company's global scale, in-house content distribution, and technology investments in digital infrastructure and cloud computing.

Using the subscription service, airlines can build their own IFE packages by choosing from a range of core and add-on channels curated to suit global tastes and budgets, delivering a superior passenger experience. With several core channels available – *Feel Good and Comedy, Drama, New Releases, Familiar Favorites, Lifestyle and Reality* and more – airlines can tailor IFE to their passenger demographics and dynamically change their offering each month in line with seasonal routes, fluctuating flight levels, and evolving budgets.

Airline subscribers will offer passengers the best of Hollywood and international content, including new releases, classics, and entertainment from brands such as Warner Media & HBO Max, Disney, Lionsgate, Banijay, A24 and others. Music, podcasts, e-books and games are also available, in addition to an exciting line up from non-traditional content providers.

Estibaliz Asiain, Senior Vice President Commercial Media & Content, says: "We have listened to our customers' challenges throughout the pandemic and as we work towards recovery, Iris meets their current and future IFE needs. We have digitally transformed our supply chain and introduced innovative new content packages that allow airlines to deliver the best possible inflight experience, while reducing costs. Iris provides the flexibility, brand alignment, and quality content airlines require with simple pricing and cloud-based content localization and delivery services.

"With Iris, our customers will provide the best entertainment experience as more passengers return to the sky."

Iris is available to airlines now. To request a demonstration, visit [IrisIFE.com](https://www.irisife.com).

**ENDS**

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## **About Global Eagle**

[Global Eagle](#) is a leading provider of high-speed connectivity and media solutions for worldwide mobility including airlines, cruise lines, and mission-critical maritime, energy and government applications. The company connects and entertains consumers beyond the reach of telecommunications and terrestrial broadband providers, in the air and at sea. Global Eagle's open-architecture and multi-platform satellite network provides unique scalability, global coverage, reliability and future compatibility. Global Eagle's content solutions distribute, localize, and broadcast both traditional and native-digital content for airline and cruise markets with embedded customer advertising and analytics. Through its intelligent leadership and innovation, Global Eagle defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

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