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Anuvu Partners with LILT to Enhance Content Localization with Advanced AI-Powered Translation Solution



Anuvu leverages automation and machine learning to speed up the localization process, ensuring faster delivery for studios and airline clients without compromising quality.

DENVER, December 04, 2024 – Anuvu, the global leader in content and connectivity solutions for the inflight entertainment industry, is proud to announce its new exclusive partnership with LILT, the leading enterprise AI solution for translation and content curation. This collaboration brings faster, cost-effective content localization to airlines, creating a more efficient supply chain solution that benefits both Anuvu and its clients.

With an increasing demand for high-quality, multi-language content across global airlines, Anuvu's partnership with LILT offers studios and airline partners a seamless, scalable approach to deliver localized content quickly and reliably. By leveraging LILT's AI platform, Anuvu can ensure timely and accurate translations, providing global audiences with diverse content while maintaining high standards for quality and compliance.

"With machine learning automation, we're able to efficiently manage subtitle translations, boosting the speed and consistency of our localization process," said Kosh Hussain, VP, Global Operations at Anuvu. "This streamlined approach ensures airlines have timely access to localized content, minimizing delays and unlocking new revenue opportunities. By automating these tasks, we also help content owners avoid potential revenue losses caused

by language barriers or subtitle availability, ultimately supporting a seamless content experience for global audiences.”

“Partnering with Anuvu allows us to apply our advanced AI solution in the inflight entertainment space, meeting the high standards of compliance, privacy, and quality demanded by global airlines and studios,” said Spence Green, LILT CEO. “Together, we are setting a new benchmark in content localization for the aviation industry, making it faster, scalable, and more cost-effective than ever before.”

As a trusted content service provider for major airlines, Anuvu continues to invest in automation and technology to deliver high-quality, localized content to global audiences efficiently. This exclusive partnership with LILT reflects Anuvu’s dedication to providing innovative, future-ready solutions that enhance the passenger experience worldwide. Anuvu would be delighted to set up a demo with any airline interested in learning more about how LILT can transform their content operations. For more information about Anuvu’s content and entertainment offering, visit anuvu.com.

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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.

About LILT

LILT is leading the AI solution for enterprise translation and content creation. Our stack, made up of our Contextual AI Engine, Connector APIs, and human feedback, enables global organizations to adopt a next-generation AI translation strategy. With LILT, innovative category-defining organizations are using AI technology to deliver multilingual, digital customer experiences at scale.