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# Anuvu renews 5-year contract with Gulf Air

## Increasing IFE Choices to Enrich Passenger Experience

**Los Angeles, 14 July 2021** – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces a second long-term inflight entertainment partnership with Gulf Air, the national carrier of the Kingdom of Bahrain.

Anuvu's five-year agreement will provide Gulf Air with a bespoke content strategy, allowing its passengers to enjoy the best Hollywood, Arabic, Bollywood, international new and classic movies, as well as the trending audio albums and the latest digital games.

Josh Marks, CEO, Anuvu, says: "This opportunity will supply Gulf Air with the industry's best integrated inflight entertainment solution. We are excited to extend our partnership with one of the region's most innovative airlines and are eager to continue providing Gulf Air with captivating content to further enhance its award-winning boutique airline strategy."

Captain Waleed Al Alawi, Acting Chief Executive Officer at Gulf Air, says, "Anuvu has supported Gulf Air since 2018 and we have already seen the positive outcome of our strategic relationship. The content strategy based on data-analytics and personalized experiences has been instrumental to our success. As we prepare for the post-Covid-19 era, we want our guests to have the best content selection onboard and be entertained with premium media."

Anuvu has worked closely with Gulf Air to support its strategic growth plans and to elevate its customer experience. In 2018, the airline selected Anuvu as the inflight entertainment provider fleetwide. This partnership played an important role in upgrading the passenger experience that materialized in 2019 and 2020 when Gulf Air was awarded a 4-star major airline and a 5-star major airline by APEX, the Airline Passenger Experience Association.

**ENDS**

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### **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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