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Air Belgium Chooses Anuvu's Iris for Inflight Entertainment

The three-year partnership will deliver premium entertainment to passengers



Los Angeles, October 27, 2021 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces Air Belgium as its latest inflight entertainment (IFE) customer.

Air Belgium, a scheduled and charter carrier, has confirmed a three-year contract to incorporate Anuvu's Iris platform, a cost-effective and convenient IFE subscription service for airlines, into its inflight entertainment system. Iris offers a wide variety of premium content, including bespoke customer solutions, to support airline budgets and passenger experiences, while meeting travelers' high expectations for onboard entertainment.

Estibaliz Asiain, Anuvu's SVP, Commercial Media & Content says: "Air Belgium's main priority is to provide its customers with efficient, modern and high-quality services. Iris enables the airline to choose from a variety of core and add-on channels curated to suit global tastes and budgets while delivering a superior passenger experience."

“In addition to Iris’ core channels, we will be providing the airline with French movies and destination documentaries from Belgium to Curaçao, Guadeloupe and Martinique and will soon be adding Mauritius and Reunion islands. We look forward to working with Air Belgium over the next three years and helping the airline extend its IFE offering to its passengers.”

Iris is a pay-monthly service for aviation clients that brings the best movies and entertainment onboard. It is an efficient and flexible solution that enables airlines to have a clear fixed monthly pricing structure, inclusive to airlines of all sizes.

For more information on Iris, please visit www.anuvu.com/iris

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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