

Anuvu Modernizes Inflight Entertainment Selection with Explore

Innovative online media and content library disrupts legacy practices to enable airlines to deliver a superior passenger experience with ease.

Los Angeles, CA, December 1, 2021 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today launches Explore, a user-friendly and comprehensive online library that simplifies choosing inflight entertainment content. The innovative solution delivers to airlines a modern and efficient alternative to the industry's legacy approach to content and media selection.

For decades, inflight entertainment selection has been a complex and time-intensive process centered around manually searching lengthy PDF attachments, PowerPoints and Excel spreadsheets to find and select the right content mix. With Explore, Anuvu elevates content selection into the digital age with an easy-to-use, cloud-based website.

"We are thrilled to offer a simple, informative and technology-driven solution for airlines when it comes to viewing available titles," said Anuvu's Terri Davies, SVP Content & Media Services. "Choosing content should not be a time-consuming and tedious process, and with Explore, airlines will be able to easily provide their passengers the very best media and content."

Explore offers airlines full visibility into their content options via an online platform, accessible 24/7, to discover and easily filter through recommended and available titles. Through the intuitive dashboard, airlines can view essential details and metadata for each title, including trailers, synopses, cast and crew, available languages, and IMDB scores.

Explore pairs with Anuvu's innovative subscription service Iris, which offers airlines a tailored and pre-curated variety of content. Together, Explore and Iris modernize inflight entertainment in a way that eases the selection burden for airlines, builds content based on an airline's specific needs, maximizes return-on investment, and delivers to passengers a memorable inflight entertainment experience.

Explore is available as an added benefit to Anuvu customers; non-customers may request a demonstration at anuvu.com/explore.

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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