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Royal Brunei Airlines Selects Anuvu as IFE Content Service Provider



The partnership will deliver premium entertainment to passengers

Los Angeles, December 8, 2021 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces its partnership with Royal Brunei Airlines, serving as the company’s Content Service Provider (CSP) starting February 2022.

Passengers traveling with Royal Brunei Airlines, a boutique airline based out of Brunei, Asia and operating flights between Australia, England, Japan and China, can now watch a wide range of inflight entertainment (IFE) provided by Anuvu’s Iris platform, a cost-effective and convenient IFE subscription service for airlines. The partnership will offer a wide variety of premium entertainment, including bespoke customer solutions, to fit airline budgets and boost passenger experiences, meeting travelers' high expectations for onboard entertainment.

“2022 promises to usher in a whole new set of challenges and opportunities for our industry. I am glad that we have chosen Anuvu as our new IFE partner,” said Sabirin Hj Abdul Hamid, acting CEO, Royal Brunei Airlines. “We selected Anuvu to enhance our passenger experience through an innovative IFE presentation and extensive library as we look forward to relaunch our scheduled network after almost two years of minimum operations due to the COVID19 travel restrictions. Behind the scenes, our team will appreciate the ease and flexibility of Iris.”

“We are delighted to begin servicing such a prestigious airline as Royal Brunei, which has been recognized time and time again for its impeccable service and passenger experience,” said Estibaliz Asiain, Anuvu SVP, Commercial Media & Content. “We look forward to supporting the team in continuing to take their inflight experience to new heights through innovative technology and media and content solutions.”

Iris is a monthly service for aviation clients to select best-in-class content for passengers. It is an efficient and flexible solution that enables airlines to have a clear fixed pricing structure, inclusive to airlines of all sizes. Passengers have access to Hollywood and international movies, award-winning TV and next-generation featured content.

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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About Royal Brunei Airlines

Royal Brunei Airlines currently operates a fleet of fourteen aircraft comprising five Boeing 787-8 Dreamliners, seven Airbus A320NEOs and two Airbus A320CEOs.

In 2019, RB received a Five Star rating from the 2020 APEX Official Airline Ratings™ and was ranked 66th in the top 100 airlines in the world and awarded Four Stars at the 2019 SKYTRAX Awards. Further cementing its position among the world's favourite airlines, RB was ranked by TripAdvisor users as favourites in Travellers' Choice Regional Airlines (Asia) for the past three years.

In 2020, RB was voted Leading Cabin crew in both the Asia and World regions in World Travel Awards 2020. In 2021, Royal Brunei Airlines (RB) was awarded the highest seven-star ratings against COVID-19 by the world's best one-stop airline safety and product review website www.airlineratings.com. RB also emerged as winners for Asia’s Leading Airline – Business Class 2021 and Asia’s Leading Cabin Crew 2021 at World Travel Awards 2021.

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