

Bluebox Wow – Virtual Seat Pocket

Delivering seat pocket material digitally to passengers

bluebox

Put a virtual seat pocket on your passengers' devices with Bluebox Wow

Health and safety requirements since COVID-19 have led to the removal of high-touch material from seat pockets that cannot be hygienically cleaned between flights – in-flight magazines, menus, duty free shopping catalogues, even safety cards. Airlines can't do away with these completely due to the advertising and ancillary revenue the former provide and the safety requirement of the latter.

Bluebox's "Virtual Seat Pocket" Enhances On-Board Hygiene

Bluebox Wow offers airlines a simple, cost-effective way to rapidly deploy a wireless network in any aircraft, giving all passengers access to a range of content on their own devices. Originally designed to deliver in-flight entertainment, it has always provided access to in-flight magazines and other bespoke airline content.

A basic model of Bluebox Wow is available to replace your existing seat pocket material with digital content delivered to passengers' own devices. This can be easily upgraded to deliver a wider range of engaging content and Bluebox's "Virtual Trolley" when desired.

Virtual Seat Pocket

- Traditional seat pocket content
 - In-flight magazine
 - Duty free catalogue
 - Food & beverage menu
- In-flight safety and hygiene information
 - Video or textual safety briefings
 - COVID-19 protocol reminders

