ARCONICS CLOUDSTORE WIRELESS IFE ON TIGERAIR AUSTRALIA SERVICES TO BALI

News / Airlines



CloudStore by Arconics, the next generation, feature-rich, scalable and cost effective Wireless In-Flight Entertainment (W-IFE) platform, has been selected by Tigerair Australia for the airline's first short-haul services to Bali commencing March 2016. Flights between Australia and Denpasar are operated by Virgin Australia International, providing a Tigerair Australia service, and are subject to regulatory approvals.

CloudStore will allow Tigerair Australia to offer a mix of free and paid content offerings to their customers on the Boeing 737-800 fleet of aircraft which the airline will use for its international services. Content will be a mix of Hollywood and Australian movies as well as international and local TV programmes, music and real-time destination mapping. Over time, more features will be introduced to the platform.

CloudStore Wireless IFE is driven by the passenger experience, but it also features powerful backend functionality, including rich data analytics in near real-time, to support on-the-go commercial and service decision-making.

CloudStore delivers improvements in the IFE content delivery cycle. Airline staff can publish their own content builds and prepare aircraft media: they no longer have to wait to import media from an integrator, and can update content on the platform without delays.

Arconics CEO, Niall O'Sullivan said:

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“We’re delighted that Tigerair Australia is deploying CloudStore W-IFE. We’ve worked hard with some of the world’s smartest airlines to create an IFE platform that’s a generation ahead of competition. Passengers demand the freedom to use their own devices to access entertainment, communications and retail services while they’re flying and CloudStore delivers on the promise of Bring Your Own Device (BYOD). CloudStore provides the flexibility, analytics and real-time insight that revenue managers need to drive ancillaries and our faster, simpler content loading removes effort and complexity for engineering and ground operations.”

Tigerair Australia Commercial Director Adam Rowe said that the airline is excited to provide new low cost international services to one of Australia’s favourite leisure and tourism destinations whilst, at the same time, providing value and choice for consumers.

“Today’s announcement delivers another important customer-facing innovation in keeping with our commitment to improving our customer experience, and makes flying Tigerair better than ever. The CloudStore Wireless IFE solution is not only focused on the customer experience, it is also in sync with our low cost model.

“Tigerair’s transformation programme continues to gather momentum and we have many more customer-facing innovations to come, which will be announced in due course. We’ve deployed this software from Arconics because our passengers’ needs come first. Our customer satisfaction is at an all-time high and we look forward to bringing our customers great value in-flight entertainment for the first time."

18 FEBRUARY 2016

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https://ut.50skyshades.com/news/airlines/arconics-cloudstore-wireless-ife-on-tigerair-australia-services-to-bali

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