



# AIRBALTIC BECOMES FIRST STARLINK-CONNECTED AIRLINE TO IMPLEMENT AIRMALL BY INTERLNKD

News / Airlines



airBaltic partnered with [InterLnkd](#) to integrate AirMall into its Skynet onboard Wi-Fi portal, becoming the first Starlink-connected airline to launch a global, dynamic inflight shopping mall experience for its passengers. AirMall by InterLnkd turns the carrier's Wi-Fi portal into an airline-branded retail channel on passengers' own devices, connecting travellers to 20,000+ brands in the air with zero onboard stock or crew involvement. The provider-agnostic solution offers tailored recommendations, loyalty integration, and flexible post-flight delivery options. With the addition of AirMall, InterLnkd joins a select group of Skynet partners including [Booking.com](#), SIXT and GetYourGuide.

Nat?lija Kuzmina, VP Customer Experience & Insights at airBaltic, commented: “By adding AirMall to our new Skynet platform, we’re giving passengers a new way to shop in flight from their favourite brands. With curated products, home delivery, and airBaltic Club points earned on every purchase, AirMall is an important step in building on our investment in inflight Wi-Fi and expanding what we can offer our customers onboard.”

Barry Klipp, CEO of InterLnkd, stated: “airBaltic rolling out AirMall on a Starlink-enabled fleet is a clear sign that airlines are turning the connected cabin into a digital experience. We’ve built a globally scalable solution that fits seamlessly into an airline’s own digital and loyalty ecosystem. Passengers can enjoy the same convenience and choice they expect on the ground, while airlines get an engaging and practical way to offset the cost of connectivity.”

Designed to plug into any airline’s existing captive portal, AirMall uses an intelligent matching engine to curate products based on the passenger’s profile and destination, allowing airlines to offer a highly personalised selection of fashion, beauty and travel products from brands their customers know and trust.

The roll-out with airBaltic’s Starlink connectivity follows a milestone partnership with another connectivity provider, Viasat. Viasat’s airline customers can choose to activate AirMall seamlessly using their existing portal infrastructure. Carriers can deploy the global marketplace solution quickly across their fleets, with no additional onboard hardware or software required.

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