ICELANDIC LOW-COST CARRIER PLAY SELECTS MOST END-TO-END PAYMENT SOLUTION

News / Airlines



PLAY, the Icelandic low-cost carrier, has selected MOST to provide it with onboard retailing and payment solutions, including software, hardware and payment gateway services. Working with MOST will allow crewmembers to accept secure payments quickly and easily from passengers onboard the aircraft. Starting from December 6, PLAY will upgrade from its existing card readers on board and implement three of MOST's modular payment solutions: most.Retail, most.Pay and most.Onthego. The deployment covers PLAY's entire fleet of A320 family aircraft.

As the launch customer for three of MOST's products, PLAY is paving the way for a future of frictionless inflight payment technology. MOSTs cutting-edge digital retail platform, payment sled hardware and payment gateway technology will mean that PLAY passengers can look forward to a more convenient and streamlined travel experience, and crew can efficiently complete transactions in the cabin.

With PLAY already serving 24 destinations in Europe and the United States from its hub in Keflavik, Iceland, MOST's end-to-end payment solutions enable passengers on both sides of the

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Atlantic to use their preferred payment option. PLAY's passengers will be able to tap and pay with all major cards or digital wallets worldwide in currencies including EURO, US Dollars and ISK when ordering inflight food and beverages. A sophisticated special offer engine and forecasting tools will also help PLAY to maximize inflight sales opportunities as it grows.

MOST will also supply the airline with customized and company-branded mobile payment accessories. PLAY's crew will be using smartphones paired with payment modules from MOST to complete transactions, track onboard inventory and perform other tasks, such as delivering eco-friendly e-receipts to passengers. The crew devices will sit in a custom casing, designed ergonomically with crew comfort in mind and manufactured in PLAY's signature brand colors. The cases provide increased physical protection for crew devices and feature a detachable payment peripheral that can be removed to get closer to the cardholder.

"We are delighted to be working with an energetic airline brand such as PLAY as it continues to expand its fast-growing route network across North America and Europe," said MOST CEO Jan Blanchard. "This airline is hungry for success, and they have plenty of room to grow. Our solutions will help PLAY deliver on its low-cost model and bolster ancillary revenues by simplifying inflight sales and removing barriers to payment on board."

PLAY CIO Georg Haraldsson added: "This is an exciting time for our airline as we continue to invest in innovative solutions that will help us boost ancillary revenues and enhance the travel experience for our passengers. Technology and service are key to our strategy as a low-cost carrier, and MOST has delivered an excellent combination of specialist hardware and software. We trust them to help us achieve our goals."



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