# TIGERAIR W-IFE ENTERS REVENUE SERVICE: LOW COST CARRIER, FIRST CLASS ENTERTAINMENT

**News / Airlines**

**CloudStore by Arconics, the next generation, feature-rich, scalable and cost effective Wireless In-Flight Entertainment (W-IFE) platform, entered revenue service with Tigerair Australia on 23rd March 2015, less than 12 weeks after the contract was executed between Tigerair Australia and Dublin-based Arconics.**

Arconics customised, certified and deployed CloudStore W-IFE in time for Tigerair's maiden international flights from Adelaide, Melbourne and Perth to Bali. The Tigerair configuration of CloudStore offers free and paid entertainment content including movies, television, music, information about their flight, moving map, onboard product and service options as well as destination information. Additional features and content will be added to the platform over time. The system is approved by all 6 major Hollywood studios and certified by CASA (Australia's Civil Aviation Safety Authority) for gate-to-gate operation on passenger mobile devices connected to the onboard wireless network.

Adam Rowe, Commercial Director, Tigerair Australia said:

"Tigerair Australia are pleased that Arconics have been able to deliver our IFE product using their CloudStore W-IFE solution in 79 days between contract signing and our inaugural international flight. Their energy and can-do approach matches Tigerair Australia's commitment to quality service delivery that improves our customers' experience.

"We have seen significant uptake and interest in the CloudStore App from our passengers in the

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first week of the IFE product offering, showing us that there is a real appetite for BYOD delivery of in-flight entertainment. We are excited about this growing opportunity for sales of IFE content and believe that, as we grow this ancillary revenue channel, it will become a valuable product for Tigerair Australia."

In announcing the deployment at AIX 2016 in Hamburg, Arconics Chief Commercial Officer, Fergal Murray, said:

"Tigerair is one of the first LCCs globally to deploy IFE. Enhancing the passenger experience while contributing to the bottom line has long been considered a holy grail by carriers. Meeting these twin objectives requires commercial savvy, operational flexibility, and a technical platform that can can be configured and enhanced rapidly and efficiently. We're gratified by the response to the IFE launch, but we're only getting started.

"We're already working with Tigerair on a series of enhancements based on their long-term vision and the unprecedented customer insight that our platform delivers. We're proud to be working hand in hand with the commercial and technical teams at Tigerair to deliver a game-changing and industry-leading ancillary revenue stream."

CloudStore Wireless IFE is on display at Aircraft Interiors Expo (AIX) in Hamburg, Germany, 5-7 April 2016. Come to stand 4E10, hall B4, IFEC Zone for a demo of CloudStore and to find out more about Arconics airline software solutions in EFB and document management.

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