



## STARLUX AIRLINES EMBRACES NEXT-GEN CONNECTIVITY WITH SITAONAIR

News / Airlines



Starlux Airlines, is gearing up for its commercial launch by announcing its partnership with SITAONAIR to bring next-generation inflight connectivity (IFC) to its passengers.

SITAONAIR will deploy its award-winning Internet ONAIR Wi-Fi portal – powered by Link ONAIR over Inmarsat’s high-speed GX Aviation satellite network – aboard the airline’s A321neos and A350s. The deal means cutting edge IFC services will be available to Starlux’s first passengers when it launches in 2020.

Founded in May 2018, Starlux Airlines will serve both Asian and North American long-haul routes from its headquarters in Taipei. Serving business and leisure markets, the airline is focused on meeting passenger demand with tailored, premium IFC offers.

The selection of SITAONAIR’s end-to-end connectivity for the inaugural fleet is a testament to both SITAONAIR’s position as an expert and unique provider of bespoke passenger experience solutions at the forefront of connected aircraft innovation and Starlux’s commitment to developing a top-flight passenger experience ready for commercial launch.

“As we prepare to welcome our first passengers aboard in 2020, we are thrilled to be partnering with SITAONAIR to bring a world-class connectivity experience to passengers,” says Starlux’s President, Glenn Chai. “We are excited by what is taking shape and are certain that Internet

ONAIR over GX Aviation will deliver the consistent and high-speed connection necessary for a top-flight travel experience.”

Internet ONAIR, SITAONAIR’s award-winning inflight connectivity portal, enables passengers to stay connected with their digital lives on the ground – even at 30,000+ feet. What’s more, the portal is expertly integrated within airlines’ existing passenger manifest. This allows seamless synchronization of the latest passenger information and requirements which are recorded in the airline’s customer relationship management (CRM) system. Connecting Internet ONAIR with this rich source of customer data enables Starlux to extend its personalized passenger offerings from ground to air, to promote custom price plans and tailored content depending on passenger budget, seat class, frequent flyer status, search histories, or shopping preferences.

Katrina Korzenowski, SITAONAIR Commercial Regional VP, Asia-Pacific, says: “Starlux is an exciting new entrant to the premium air travel market, and we are delighted to be partnering with the airline to bring premium inflight passenger connectivity onboard. With our years of dedicated expertise delivering tailored solutions, we are the right partner for Starlux to bring this young carrier to the fore of passenger connectivity.”



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