



**Media Contact:**

Name: Catherine Brown

Phone: +44 1383 620 922

Mobile: +44 7710 805 671

Email: [cbrown@blueboxaviation.com](mailto:cbrown@blueboxaviation.com)

Website: [www.blueboxaviation.com](http://www.blueboxaviation.com)

## Bluebox Wow Set to Fly with Saudi Royal Fleet

---

Dunfermline, UK - 04 April 2017 - Bluebox Aviation Systems Ltd. has been selected by Saudi Royal Fleet, part of Saudia Airlines, the national carrier airline of Saudi Arabia, to provide Bluebox Wow portable wireless IFE for seven aircraft within its fleet. A testament to the flexibility of the system, the agreement will see Bluebox Wow deployed across three main different aircraft types: Boeing 747, Boeing 757 and Airbus A340.

"Our standards for our fleet are second to none, and that applies to all aspects of what we deploy in our cabins," said Dr. Fawzi Alghamdi, Bluebox IFE Project Manager, Saudi Royal Fleet. "We wanted an innovative IFE solution that would allow our VVIP to use personal devices to access new and exciting content whilst aboard our aircrafts, but given the nature of the use of our fleet we needed something that was easy to deploy with no disruption to service. With Bluebox, we not only found an exciting new technology solution but a company willing to push their own limits of service to meet our needs."

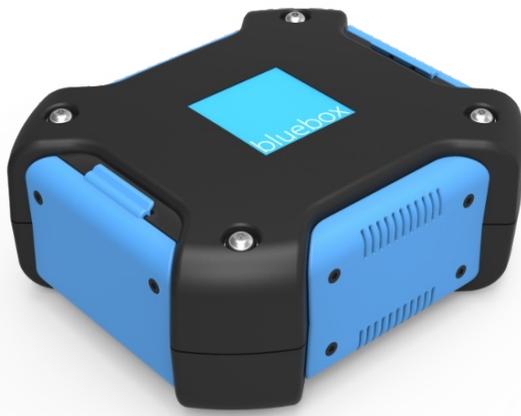
"We are honoured to have been selected to deploy our award winning portable wireless IFE solution into the Saudi Royal Fleet, which provides quite simply the pinnacle of quality and service," said Kevin Clark, Chief Executive Officer, Bluebox Aviation Systems Ltd. "And, living up to our claims of 'quick and easy to deploy' we'll have the Saudi Royal Fleet set up and flying with Bluebox Wow within a matter of weeks."

Bluebox Wow (Walk-on wIFE) provides wireless content streamed to both passenger- and airline-owned devices in any aircraft cabin. With a remarkably low cost of ownership, Bluebox Wow supports streamed video, audio, moving map, games, digital magazines, and Bluebox's Seat2Seat networked messaging - all contained within a discrete, portable, lunchbox-sized unit. In February 2017, Bluebox Wow won the prestigious Inflight Award for 'Handheld and/or Wireless IFE system' at a ceremony in Dubai.

---

**Photo:**

Bluebox Wow - portable wireless IFE  
Bluebox Aviation Systems Ltd.



**About Bluebox Aviation Systems Ltd. ([www.blueboxaviation.com](http://www.blueboxaviation.com))**

Bluebox Aviation Systems Ltd. specialises in the provision of software solutions to the aviation industry. The Bluebox in-flight entertainment (IFE) portfolio provides airlines the latest technology in tablet-based and wireless IFE solutions (fitted and portable) as cost-effective alternatives to seatback IFE systems, and exploits these platforms to address a range of IFE requirements: service enhancement, service recovery, accessibility services (for passengers with hearing and visual impairments) and ancillary revenue generation.

Formed in January 2017 from a restructuring of Bluebox Avionics (see [Company News](#); 23 January 2017) and headquartered in Dunfermline, Scotland, Bluebox Aviation Systems serves over 40 airlines and aircraft operators across the globe, and has a global support network in Europe, the US, Australia and Singapore.

**About Saudi Royal Fleet ([www.saudia.com](http://www.saudia.com))**



Saudi Royal Fleet is part of Saudia Airlines. The prestigious Saudi Royal Fleet is dedicated for the Saudi Royal Family. Saudia is the national carrier airline of Saudi Arabia, based in Jeddah in the Kingdom of Saudi Arabia.

For more information, please contact:

**Bluebox Aviation:**

Catherine Brown at +44 1383 620922 or email at [cbrown@blueboxaviation.com](mailto:cbrown@blueboxaviation.com)