

## Airbus announces launch customer for its new In Flight Entertainment experience

#ACJ #Airbus # AlphaStarAviation #DAS21

**Dubai, 16 November 2021** – Airbus Corporate Jets (ACJ) and Alpha Star Aviation have signed a Letter Of Agreement at Dubai air show for the new and unique In-Flight Entertainment (IFE) technology - “The ACJ Smart LiFi Monitor” in presence of Abdulnaser Al Kheraif CEO, and Ibrahim Al Yaheyayn VP-Tech, Alpha Star Aviation and Benoit Defforge, ACJ President.

Developed with Latecoere, this new technology was designed to be an easy plug and play solution. It is a multi-technology smart 4K monitor offering Wi-Fi, Bluetooth and LiFi connectivity. LiFi (Light Fidelity) is the latest wireless communication technology which uses light to transmit data. It will allow among others analog and digital audio output, USBc ports, 3G-SDI input as well as HDMI connections. Features include Audio Video On Demand (AVOD), casting, mirroring, web browser, live TV, moving map and its own integrated video conferencing.

With this agreement, Alpha Star Aviation, the private aviation services provider headquartered in Riyadh, Saudi Arabia, became the launch customer of the ACJ Smart LiFi Monitor. The customer selected 12 monitors for three of its Airbus corporate jets to provide best in class passenger experience, fully in line with its objective to be a benchmark in private aviation.

More than 200 Airbus corporate jets are in service on every continent, including Antarctica, highlighting their versatility in challenging environments.

ACJ offers the most modern and comprehensive corporate jet family in the world, giving customers the greatest choice of unique, customisable and spacious cabins, allowing them to select the comfort they want in the size they need – offering them a unique flying experience.

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**About Alpha Star:**

Alpha Star Aviation is a private aviation services provider headquartered in Riyadh, Saudi Arabia. The company provides turnkey solutions for private air service operators, including aircraft management and airport management services. Alpha Star Aviation Services also provides air ambulance services. The company provides aviation services through five Airbus corporate jets and other aircraft models.

**About Airbus Corporate Jets:**

Airbus Corporate Jets (ACJ) creates the world's most rewarding flying experiences for customers by providing them with unique expertise, the finest service, best technology and highest standards of care in corporate aviation. All Airbus corporate jets come from the most modern aircraft family on the market, derived from Airbus' successful market-leading jetliners.

[www.acj.airbus.com](http://www.acj.airbus.com)

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