SKYDEALS WILL PRESENT AT APEX EXPO IN BOSTON

News / Airlines, Events / Festivals



The French start-up SKYdeals will present the first solution of inflight "Shoppertainment" at APEX EXPO in Boston from 24th to 27th of September 2018 at booth 154. This gathering is the industry's largest PaxEx event exclusive to experts and decision-makers committed to elevating the level of the worldwide airline passenger experience.

SKYdeals offers a new shopping experience to onboard passengers

SKYdeals aims at becoming the leader of e-commerce for travelers.

Providing the best targeted deals on products and destination services to passengers during their time of travel and entertaining them with its innovative inflight shoppertainment features.

SKYdeals developed the first marketplace allowing brands and destination services to lively promote targeted deals and last-minute offers to all connected passengers while in the air. Depending on the vendor, delivery mode can be home delivered or collect at the gate of arrival.

This technology can be implemented in only two weeks and without any investment thanks to its "Plug & Play" catalogs.

Based on a revenue sharing model, SKYdeals also offers to airlines a new source of revenues from inflight connectivity. During this event, SKYdeals will present their technology and revenues simulations which show all the potential of inflight e-commerce.

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Soon in the air

Further to a first test in 2017 on Paris-Punta Cana line from French Bee, SKYdeals will soon deployed on long and short-haul flights from major Asian and European airlines.

After Apex Expo event, SKYdeals will fly away back to France to expose to the TFWA Digital Village in Cannes (September 30th– October 5th), the Duty Free and Travel Retail Global Summit.

About SKYdeals

SKYdeals is an innovation in the world of travel retail: the first solution of Inflight "Shoppertainment", an e-commerce platform dedicated to passengers connected to the Internet via onboard Wi-Fi.

* A new and personalized shopping experience for passengers, with exclusive offers of products and services at destination, available only during the flight.

* More than a significant source of additional revenue for airlines, the first "Shoppertainment" solution revives enthusiasm of entertainment onboard while they can enrich substantially the customer data.

* A brand new revolutionary sales channel for brands and services that can target a captive, international and premium audience of more than 3 billion passengers a year.

23 SEPTEMBER 2018

ARTICLE LINK:
https://mfa.50skyshades.com/news/events-festivals/skydeals-will-present-at-apex-expo-in-boston

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