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Oman Air Unveils Innovative Media Box Epaper Service in Premium Lounges

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Passengers can now enjoy top-quality digital news and entertainment in the Muscat first-class and business-class lounges.



Passengers of Oman Air particularly value the airline for its multi-award-winning comfort and service, both inflight and on the ground. Now, First Class and Business Class passengers in the beautiful and luxurious, recently renovated Oman Air lounges at Muscat airport can take advantage of another premium service from the airline. With immediate effect the Media Box - one of the largest e-paper media libraries, developed by the experts at Media Carrier - will be available to them. With this, customers can compile their own personal on-board reading material from a comprehensive portfolio of international magazines and an extensive range of daily newspapers. Thanks to a collaboration with United Media Services LLC (UMS), a media and communication company in Oman and UAE, the Media Box range has been expanded to include local and Arabian media from the region, exclusively for guests of Oman Air.

The Media Box is a web-based platform that supports any internet-enabled device, smartphone or

tablet. Passengers register in the lounge using the free Wi-Fi by entering their name and flight number and can then easily download their chosen reading material. After downloading, newspapers and magazines are presented unabridged and in the same layout used in print versions and can be browsed easily and intuitively.

Abdulaziz Al Raisi, Executive Vice President-Products & Brand Development, says:

"Oman Air is committed to continuously finding new ways to surprise and delight our customers, increase convenience and make their passenger experience even more enjoyable. We are therefore excited to have appointed the Media Box to deliver digital media services for customers in our premium lounges at Muscat International Airport.

"As a result of their excellent, longstanding expertise, the media and sales professionals from Media Carrier/UMS impressed us with their ePaper media library. This service will be warmly welcomed by our premium customers at Muscat, and further extends Oman Air's innovative digital strategy."

Established in 2011, Media Carrier is a subsidiary of the Munich-based MELO Group, whose central divisions are built on the two pillars: media and logistics. Media Carrier specializes in marketing and distributing digital content. It supplies the travel industry with e-papers through the Media Box. Meanwhile, the digital media library has spread beyond Oman Air to Lufthansa, Austrian Airlines, Eurowings and Air Berlin as well as more than 1000 hotels around the world.

For the provision of the Oman Air Media Box, Media Carrier is working with Muscat-based United Media Services (UMS) LLC. UMS predominantly works in the Arabian region and has been responsible for supplying Oman Air with newspapers and magazines in the Middle East, including Gulf countries and the Indian sub-continent, since 2009.

As well as the outstanding service which Oman Air can now offer its passengers with the Media Box from Media Carrier, the ePaper media library is an attractive analysis tool for the airline. Using an analysis of downloads, the media favoured by individual passenger groups can be tracked. The results can be used to create a more targeted service in the future.

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