

The joy of reading above the clouds will now be unlimited: Austrian Airlines passengers will now have multifaceted access to Media Carrier's large eJournal service

(Munich, 13. April 2016) – Flying is getting even more comfortable for Austrian Airlines passengers: since October 2015, visitors to Austrian Lounges at Vienna Airport are able to enjoy the highly functional Media Box service from Munich's Media Carrier. Effective immediately, the comprehensive eJournal service will now be available to all passengers on Austrian flights even outside of the lounge. Passengers will be able to compile their own tailored on-board reading material before departure, choosing from a portfolio of more than 200 German and international publications and daily newspapers.

The Media Box offered by Austrian Airlines to its passengers as an exclusive service is web-based and can be easily used via any Internet-capable device, tablet or smartphone. To download their desired business magazine or usual morning paper, passengers use a personalised link to connect to the Media Box and obtain access to the ultimate reading pleasure. Passengers can log into the Media Box either via the pre-flight newsletter or web-check-in.

The newspapers and magazines are presented unabridged in the same layout used in the print versions and can be browsed through easily and intuitively. Readers can also zoom in on individual text passages if they wish.

"Following a thoroughly successful response to Media Box usage in our lounges, we would like to make this innovative service available to our passengers even before check-in," says Binh Tu, Product Manager for Media & Inflight Entertainment at Austrian Airlines. "With the eJournal service from Media Carrier, we can offer our passengers exceptional added value, which will also benefit the airline's image in the long run," she continued.

Media Carrier GmbH operates the Media Box and fills it with digital content in the background. It brings together the expertise of sales and media experts. In addition, Media Carrier works with clients to develop tailored solutions, provides targeted content or a custom media portfolio, acts as technical gatekeeper and takes care of the continuous development of the services.

About Media Carrier

Established in 2011, the company 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 Austrian Airlines to Lufthansa and more than 1000 hotels around the world.

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