

## Press Release



### **Hainan Airlines is the first launch customer for 4K RAVE Ultra IFE system in the Chinese Mainland**

Collaboration brings next generation premium, ultra-high definition in-flight entertainment to long-range narrowbody operations and sets new benchmark for the passenger experience in the region

**Los Angeles, CA, April 14, 2026** – Hainan Airlines will equip its aircraft on the new A321neo series platform with the 4K RAVE Ultra IFE system from RAVE Aerospace. With this decision both companies grow their collaboration following the successful operation of the technology on Hainan Airlines' new A330 neo aircraft since November 2025. This marks an important milestone, as it brings premium, ultra high-definition in-flight entertainment to long-range narrowbody operations and to the Chinese Mainland.

"It is our strategy to build a civil aviation powerhouse. High quality is a cornerstone in this development. We are consistently recognized for our high service standards and premium onboard experience. The RAVE Ultra platform delivers the reliability and flexibility we need to offer the in-flight entertainment quality our passengers expect. After the success onboard our A330 neo it is the right step to use the RAVE Ultra IFE system on the A321neo series platform as well," said Zhu Tao, Chairman, at Hainan Airlines.

"We are proud to announce Hainan Airlines as the first launch customer for our 4K RAVE Ultra platform in the Chinese Mainland and honored to support their vision of a premium passenger experience with our technology. This collaboration will show that next generation premium ultra-high definition in-flight entertainment is the right choice for long-range narrowbody aircraft. It also supports our market position in the region, that is very important for us," said Matt Smith, CEO, at RAVE Aerospace.

**About RAVE Aerospace**

RAVE Aerospace is the creator of RAVE and offers innovative in-flight entertainment and connectivity solutions using the latest in consumer and avionics technology to provide an open and connected ecosystem. The company's best-in-class hardware, software, and services enable airlines to elevate the flying experience for passengers.

**Media Contact**

RAVE Aerospace

Verena Bintaro

Senior Director Brand Marketing & Communications

[communications@rave.aero](mailto:communications@rave.aero)