

JetBlue unveils Blueprint IFE platform



Blueprint by JetBlue is powered by Thales' AVANT seatback system

JetBlue has announced [Blueprint by JetBlue™](#), a personalized inflight experience platform to give passengers customizability across their travel journey, beginning with updated inflight entertainment features.

Blueprint by JetBlue brings new seatback touchscreen features that mimic what passengers are accustomed to at home. Some of the updated functions that travelers can look forward to seeing on their seatback screens with JetBlue include:

- **Watch party:** Watch the same film or TV show in sync with up to five fellow passengers. Play and pause can be controlled on all linked screens, regardless of where each viewer is seated.
- **Content recommendations:** Receive personal recommendations for inflight entertainment based on previous viewing history.
- **Pick up where you left off:** Whether connecting with a layover or flying next month, passengers can pick up where they left off on a show or movie on their next flight.
- **Saved favorites:** Travellers can save film and TV show selections to watch on future flights.

- **Saved settings:** Accessibility and system settings, such as volume, language, parental controls and close captions preferences can be saved and carried over from flight to flight.
- **Content partnerships:** First-of-its-kind partnerships such as JetBlue’s exclusive streaming partner, [Peacock](#), will provide passengers with access to exclusive entertainment and offers.

These personalization features on JetBlue’s inflight entertainment system are set to deliver a bespoke inflight experience, not only throughout their current journey but extending into subsequent flights when passengers choose to securely authenticate their profiles on [Thales’](#) AVANT seatback touchscreens.

Beyond inflight entertainment options, Blueprint expands on JetBlue’s existing products that give passengers a more personalized experience:

- **Personal greetings:** Passengers can change their preferred name on their JetBlue travel profile to be displayed in a personal welcome message on seatback screens, whether or not they identify with their legal name.
- **Flight connect:** Passengers can access information regarding their JetBlue connecting flights and gates from their seats.
- **Seatback ordering:** JetBlue’s seatback ordering feature lets passengers make meal selections directly from the seatback screen, including on the A321neo with Mint aircraft.

The personalization functions have begun rolling out on JetBlue’s AVANT touchscreen aircraft powered by Thales and are expected to be completed next month.

“JetBlue has always been an innovator as the first to have seatback screens and fast, free and unlimited Wi-Fi on every aircraft,” said Jayne O’Brien, head of marketing and customer support, JetBlue. “By launching Blueprint by JetBlue, we are doubling down on our commitment to help customers create an inflight experience tailored to their needs and preferences, making their flight as comfortable as their own living rooms.”