

Interactive Mobility becomes Moment and positions passenger experience at the heart of its strategy



The French company has experienced strong growth since its creation in 2013 with its entertainment solutions dedicated to transport operators. The company is now moving towards a new identity that reflects its objective of a simpler, more pleasant and more connected passenger experience.

Paris, 29 August 2019 – Interactive Mobility, an innovative company specialized in entertainment and travel service solutions for transport operators, has unveiled its new name Moment. This approach aims to support the development of the brand internationally and places passengers at the heart of its digital solutions. The French company has developed in recent years partnerships with major transport players, more particularly with airlines, airports or shipping companies, and wanted to adopt a new name that supports its ambitions, while enhancing its positioning as an agile and innovative company. Moment focuses its expertise on on-board services and aspires to deliver entertainment experiences similar to those of mainstream streaming platforms like Netflix or Spotify.

As Moment is positioned on a high potential market, the choice of this new branding was led directly by the dynamic company's strategy resolutely focused on the traveling experience. This came from the realization that travelers' digital routes lacked coherence, simplicity and did not offer enough diversity to satisfy increasingly demanding customers. This new name describes a positive and unprecedented experience that allows travelers to enjoy personalized content and services before, during and after their trip.

"We are proud of this new identity that perfectly characterizes our business and will accompany our development, as well as reflect the new challenges that we want to take up" says Tanguy Morel, CEO and co-founder of Moment. "With this new brand name, we want to create a strong, unique and attractive identity that emphasizes the importance of mobile technologies and user experience - two essential pillars of the travel experience".

About Moment:

Moment, created in 2013 under the name of Interactive Mobility, develops innovative digital entertainment solutions for the transportation and hospitality industries. With our solutions, passengers can access a wide range of media and services (movies, series, newspapers, music, duty-free ...) from their mobile devices while on the move.

Our wide range of solutions are deployed globally with multiple transport operators to entertain, engage and retain their passengers.

For more information, please visit www.moment.tech