

eFlyte Offers Inflight Gambling to Airlines

eFlyte announces the introduction of its latest product for the airline industry -- inflight gambling.

Jacksonville, FL (PRWEB) September 20, 2005 -- In a move designed to strengthen its position as the inflight entertainment (IFE) industry's leading game designers and developers, eFlyte announced the introduction of their latest product for the airline industry -- inflight gambling.

At the conclusion of a two year development program, the company believes that the time is now right, from both a technological and financial perspective, to launch gambling on the world's international airlines.

The inflight gambling system developed by eFlyte can be easily installed, requiring no upfront costs and is supported by a comprehensive data tracking and financial management system to process the credit card transactions.

Quoted David Morgan, CEO of eFlyte, "We believe that the time is right for inflight gambling to be introduced. A combination of factors influenced our decision to launch now. eFlyte's software architecture is proven, the new generation of IFE platforms are totally compatible with our software, while financial back office support has been validated to ensure the efficiency and reliability of the transaction processing. In addition, a number of international airlines have expressed interest in being updated on the feasibility of inflight gambling after all the excitement of nearly a decade ago."

eFlyte intends to provide airline passengers a fun, challenging way to pass time on long flights, with the added bonus of accumulating winnings while relaxing at 35,000 feet. The system will have strict player controls, with access by the swipe of a credit card which will be credited or debited in the same way as any other credit card transaction. Continued Morgan, "The idea is to provide airline passengers with a low-stakes gambling environment that will co-exist with movies, audio tracks and even our own casual games."

According to Dan Harris, President of eFlyte, "The airline industry has always been enthusiastic about the revenue generation potential of inflight gambling. Accordingly, during the WAEA conference in Hamburg, we will meet with companies interested in introducing our program."

eFlyte is dedicated to the development, implementation and operation of inflight entertainment products and services with a growing portfolio of inflight software that includes messaging, destination guides, games and 3D technology.

For additional information please contact Gordon Stevenson at +1.904.448.8758 or [gstevenson @ eflyte.com](mailto:gstevenson@eflyte.com).

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Contact Information

Gordon Stevenson

eFlyte, Inc.

<http://www.eflyte.com/>

+1-904-448-8758