



Press release

VOO Wins Ground-Breaking Products and Services in Aviation Award for its Pioneering Instant Booking Technology

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VOO, an innovative software platform for booking business aviation flights, celebrates a remarkable achievement – winning Ground-Breaking Products and Services in Aviation at the MEA Business Achievement Awards held on June 25th at the Ritz Carlton, JBR in Dubai. This prestigious recognition, achieved within a short timeframe of launching its groundbreaking, the industry's first-ever instant booking technology, is the second award for VOO after winning Technology Innovation of the Year Award earlier this year. This double win in a short time signifies a monumental leap forward for VOO and the entire business aviation industry.

VOO unveiled its instant booking technology at EBACE, just a month prior, in partnership with its launching customer GlobeAir, Europe's leading private jet charter company. This game-changing functionality, which is now fully operational, streamlines the traditionally complex booking process for both brokers and operators, eliminating the need for back-and-forth negotiations and manual paperwork. Through VOO's intuitive platform, brokers gain instant access to GlobeAir's aircraft availability and pricing, enabling them to generate swift and accurate offers for their clients. This esteemed award marks a significant milestone for VOO, solidifying their dedication to providing exceptional technological solutions and shaping the future of business aviation.

Initially nominated among 18 categories in aviation, VOO's groundbreaking technology once again impressed the judges, securing the coveted achievement award for Ground-Breaking Products and Services in Aviation. Presented to VOO flights CEO, Robert Plhak, the award acknowledges VOO's exceptional contribution as a unique and outstanding technological advancement.

The Middle East Business Awards is an annual across-the-board awards program that recognizes and celebrates businesses that demonstrate the core values of business innovation, employee engagement, customer satisfaction, experience management, business sustainability, product and technology innovation

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through a series of comprehensive award categories. The ceremony brings together leading industry professionals from across the Middle East as well as international guests.

“Winning a second prestigious award within a short timeframe is truly remarkable. It’s a great validation of the transformative power of our technology and the dedication of our entire team. This recognition further motivates us to push the boundaries of innovation on the way to make our platform the industry standard. It’s time for business aviation to embrace technology that optimizes processes and improves the experience for all bizav professionals. VOO is here to lead the charge, and these awards encourage us to inspire the adoption of innovative solutions across the industry.” – Robert Plhak, CEO at VOO flights.

About VOO

VOO is the next-generation B2B marketplace for charter brokers and aircraft operators enabling instant business jet bookings. The platform uses integrations and utilizes advanced automation to simplify the entire charter booking lifecycle, from accurate charter price calculations based on real-time aircraft availability to seamless booking and payment processing. VOO empowers industry professionals to close deals fast and efficiently, fostering a dynamic network within the business aviation landscape.

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