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(54) **Title:** PROVIDING DESTINATION-SPECIFIC ELECTRONIC OFFERINGS THROUGH AN INFLIGHT ENTERTAINMENT SYSTEM ONBOARD AN AIRCRAFT

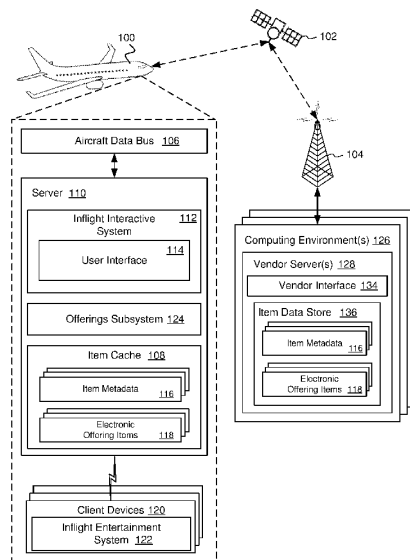


FIG. 1

(57) **Abstract:** Technology is described for providing electronic offering items to passengers on an aircraft. In one example of the technology, destination information may be obtained from an aircraft data bus that receives aircraft flight information from a plurality of aircraft information systems located on the aircraft. The destination information may be sent to a vendor application programming interface (API) to obtain at least one electronic offering item associated with the destination information to display in an inflight entertainment system. An electronic offering item may be received via the vendor API, and the electronic offering item may be sent to a client device to be displayed via the inflight entertainment system. A graphical interface of the inflight entertainment system at the client device may enable a passenger on the aircraft to interact with the electronic offering item.

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