

## **OOKA Launches in the UAE, Redefining the Shisha Experience Across Global Markets**

April 1, 2023



AIR pioneered **OOKA**, a revolutionary pod-based device that reimagines the traditional shisha experience with modern design, intelligent heating technology, and a charcoal-free format. Launching first in the UAE, OOKA offers users a cleaner, more consistent, and hassle-free alternative to conventional setups, without compromising on flavor or ritual.