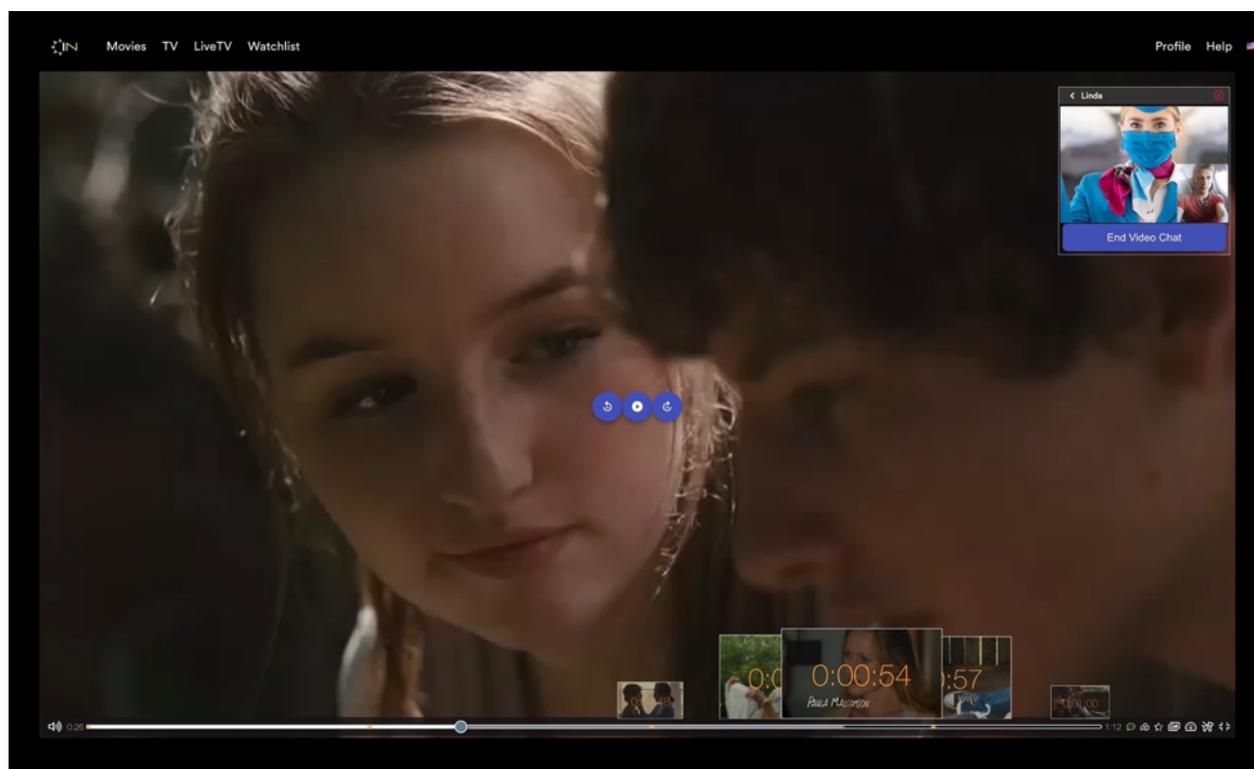


IdeaNova Technologies adds Inplay Video Chat to IFE portal



Passengers can enjoy IFE together at safe distance with IdeaNova Inplay Video Chat

[IdeaNova Technologies](#) has announced the addition of a video chat function to its IFE portal. Inplay Video Chat allows passengers to video chat with other passengers and crew.

Any passenger can initiate the video chat with the click of a button inflight, helping to limit face-to-face interaction while still keeping connected. It is an extension of the text chat feature introduced earlier. Passengers can enjoy favorite movies and TV shows together via the video chat, allowing for better engagement between friends and family while taking advantage of IFE content, maintaining the social aspect of flying. It also helps create safe communication between passengers and crew.

"Our mission has always been to create beautiful products that enrich the passenger journey and that is no exception with Inplay Video Chat. This time, we are making it both enjoyable and safe," said Juraj Siska, IdeaNova Chief Executive Officer. "Introducing this new functionality is exactly within airlines highest priorities - moving us forward towards safe travel again."

While Inplay Video Chat is offered as stand-alone SDK for airlines to integrate, Inplay Portal integration is well engineered. All Inplay components (including Microsoft PlayReady DRM) run on Linux, allowing an easier integration for airlines and IFE operators. IdeaNova DRM infrastructure has gone through many changes driven by self-driven need for new features and better performance as well as by external changes imposed by vendors such as Google, Microsoft and Apple, explains the press release.

In summer 2021, [IdeaNova updated Inplay Portal with Video Ad Serving Template Video Ad Serving Template](#) (VAST) compliant advertising features, giving airlines another revenue stream option.

"The continued innovation in our airline industry will help us to exceed previous passenger experience and bring new innovation to the cabin. Together with the newly released ad serving functionality, we provide a combination of safe and income generation features," Siska said.

The Inplay IFE portal allows passengers to find movies and TV shows, and set up their watchlist before boarding. It includes ad-based video-on-demand, live TV, and games. It also keeps passengers informed with automatic pause for PA announcements.

IdeaNova plans to provide in-person demos of the Video Chat function at [AIX Hamburg 2021](#).