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# IFE software providers exhibit at AIX Hamburg for first time

By **Maryann Simson** on April, 16 2013 | Inflight Entertainment



More than 60 new exhibitors set up shop at this year's Aircraft Interiors Expo, which took place April 9-11 in Hamburg, Germany, including four inflight entertainment (IFE) software companies.

Covering games, music, satellite communications and software development, the four new IFE software exhibitors are: DTI Software (Canada), planBmedia AG (Switzerland), Satcom Direct (USA) and Western Outdoor Interactive Pvt. Ltd (India).

DTI Software, wholly owned by Advanced Inflight Alliance AG, develops and integrates innovative entertainment software, owning over 90% of the worldwide in-flight games market and supplying popular licensed in-flight games to the majority of international airlines. The company has exclusive licensing agreements with the most popular entertainment brands to provide airline passengers with an extensive range of entertainment options from the comfort of their seats.

planBmedia, in co-operation with Universal Music International, will be launching its latest Skyfi Music wireless IFE system at Aircraft Interiors Expo, which allows passengers to experience on-demand interactive audio and video in the air.

"Our streaming technology allows passengers to connect directly via a range of devices including smart phones, tablets and laptops. Depending on the airline's operating system, our Skyfi application is available either as Graphical User Interface (GUI) or as a stand-alone application," said Giuseppe Amato, Director of In-Flight Entertainment at planBmedia. "There is no doubt that wireless IFE systems are closing the technology gap on their "ground" market cousins, which is good news for passenger experience and genuine connectivity."

Satcom Direct offers secure, reliable and global satellite communications with flagship products such as FlightDeck Freedom, fully supported cabin services and various mobile applications. At Aircraft Interiors Expo, the company will be promoted its first certified aircraft hardware - the Satcom Direct Router.

“We look forward to talking to current and prospective business jet customers in Hamburg. In particular, we’d like to meet with those visitors looking for nose-to-tail in-flight connectivity solutions and to also meet with MRO and installation facilities to develop key partnerships and dealer opportunities in the connectivity space,” said Chris Moore, VP Global Accounts at Satcom Direct.

Established in 1996, Western Outdoor Interactive has designed and developed IFE software for over 50 airlines worldwide. It offers expertise in the areas of content development, games, GUI design, IFE services, software development and systems integration. New concierge services such as AeroBooks address the need to improve airlines’ overall service quality. Western Outdoor Interactive’s catalogue supports a broad range of devices and hardware including Linux, Android and the fast-emerging HTML5 platform.

“The IFE sector is clearly evolving at a rapid pace, not only in its bid to entertain passengers but also in its adoption of fast-emerging technologies,” said Katie Murphy, Exhibition Director of Aircraft Interiors Expo. “With the inclusion of these and other new exhibitors, it’s clear that IFE companies - be they hardware or software focused - will take advantage of the highly targeted visitor base that attends Aircraft Interiors Expo to launch innovative products and services.”