

AirFi launches real-time AI inflight travel assistant



AirFi's real-time AI travel assistant is "WingMan"

[AirFi](#) has announced the launch of "WingMan" – a real-time AI travel assistant available inflight. Powered by AirFi LEO connectivity, WingMan enhances the passenger experience by delivering hyper-personalized, real-time travel itineraries to passengers whilst in flight.

This AI-powered feature of AirFi's LEO Connectivity offering integrates seamlessly with AirFi's industry-leading portable and wireless inflight entertainment (IFE) solution, appearing alongside movies, TV, music or magazines. Airlines can also deploy WingMan independent from the entertainment content on aircraft solely fitted with LEO Connectivity.

WingMan utilizes the Iridium Certus network connection provided by LEO Connectivity to deliver a hyper-personalized, intuitive and interactive travel planning experience for airline passengers. Travellers access the web-based WingMan portal directly from their seats using their Wi-Fi-enabled mobile devices. WingMan then prompts for details such as destination, trip duration, group size, budget and other personal preferences in an easy-to-use, multiple-choice format.

The user's responses are then merged by WingMan to form a query which is sent to the ground and processed through an advanced AI algorithm. Within seconds, passengers are looking at a perfectly customized itinerary for their trip, which they can save or share with companions. Furthermore, WingMan continuously refines recommendations by learning from user interactions and accessing real-time local information to provide up-to-date suggestions for any destination.

"This is a world-first innovation that aligns perfectly with our mission to enhance the inflight experience," said AirFi CEO Laura Rösger. "AI is transforming the way we travel, and bringing that capability onboard creates new possibilities for both passengers and airlines. This is just one of many unique features that we have in the roadmap for our LEO Connectivity solution."

Aside from its low cost and capacity to enhance the passenger experience, WingMan also presents new ancillary revenue opportunities for airlines that may choose to integrate direct-to-passenger offers such as bookings for tours, activities and services.