

Safran Passenger Innovations selects IdeaNova's DRM technology for RAVE IFE



SPI's RAVE IFE system

[Safran Passenger Innovations](#) (SPI) and [IdeaNova Technologies](#) announced in Hamburg today that SPI's legacy Inflight Entertainment System, RAVE Wireless, will use IdeaNova's Inplay Digital Rights Management (DRM) technology to protect and manage inflight content libraries. The companies plan to expand IdeaNova's DRM technology to all SPI RAVE IFE systems in the future.

"We selected IdeaNova's Inplay DRM technology for two reasons," said Ben Asmar, Vice President of Products and Strategy at SPI. "It is a proven technology that has been on the market for nearly two decades and it meets all of our IFE specific requirements for SPI's RAVE Product Lines. With Inplay DRM our customers can offer a premium entertainment experience backed by robust security, endorsed, and approved by the leading Hollywood studios and content providers that serve our industry."

The RAVE IFE system delivers onboard movies, music, news and cabin services to passengers. It provides entertainment in up to 4K on seatback displays and personal devices. Inplay Cloud Services can encode and encrypt content based on the specific requirements of the airline.

IdeaNova's Inplay DRM technology helps protect copyrighted materials by ensuring secure delivery and distribution of content during flight. Inplay's can provide offline DRM for aircraft that do not have

a data connection to the ground. Offline DRM enables secure content playback through a multi-DRM customized software. The software protect content delivery, with limited or non-existent internet access. With this technology, passengers will not need to download an airline inflight app prior to boarding the aircraft.

“SPI and IdeaNova have worked for years on DRM and a variety of other projects,” said Juraj Siska, CEO at IdeaNova Technologies. “Working on building Inplay DRM into SPI’s legacy system and soon to be extended to all their IFE systems, is a privilege as it puts all the features of our DRM technology through serious moves to build a brilliant and dynamic content distribution system for travelers. Display of high-quality content to seatback devices requires a specialized combination of skills in software security, DRM, and low-level coding. There are only a dozen or so companies in the world that have these skills; we’re delighted that SPI selected us.”