

# A hub for innovation with Spafax



Arthur Cuyugan, SVP of Technical Services, at APEX Global EXPO 2024

After celebrating 10 years of [Spafax](#) The Hub, Arthur Cuyugan, SVP of Technical Services, tells *PAX Tech* that this year's APEX Global EXPO focus was ensuring airlines understand Spafax's technical processes at its Hollywood post-production facility.

"While some in the industry may not yet be aware of our advancements, Spafax operates with cutting-edge cloud technology, a sophisticated media supply chain, and an integrated order management system," he explains. "Our focus has always been on efficiently delivering high-quality content, even if we haven't spotlighted these innovations publicly."

Cuyugan says he wants to make sure Spafax is recognized for these abilities so airlines know their content is being processed efficiently, focusing on reducing human error and enhancing repeatability for file distribution.

Where accessibility is concerned, Cuyugan says Spafax works with third-party vendors to generate closed captions and is currently testing cloud-based solutions to help augment the workflow.

"Our clients have diverse needs; some prioritize the highest precision and quality with closed captions and translations, while others are open to AI-assisted solutions," he explains. "Our goal is to partner with vendors who help us strike the right balance between efficiency and quality, making it possible to deliver accessible content at a high standard across the board."

Spafax also hosted a celebration of The Hub's 10th anniversary during Global EXPO week at THE MODERN at Long Beach Airport. Cuyugan says the milestone is a testament to Spafax's dedication to advancing inflight entertainment and delivering exceptional content solutions for airlines worldwide.

After three years in his role, Cuyugan sees the company's evolution as a reflection of where it aims to be in the next 10 years.

"We're here, we're making those investments. It's incredible to reach 10 years. We have an amazing team, clients, and partners to celebrate with, and this feels like just the beginning," he concludes. "The Hub has cemented its reputation as the premier post-production facility in the industry."