CineSend brings Hollywood media technology expertise to inflight entertainment



CineSend invites attendees to visit Booth 311 to learn more about their Cloud-Streaming IFE platform and IFE offerings

CineSend is bringing its media technology expertise to the aviation industry, offering airlines solutions to simplify content delivery and enhance the connected passenger experience.

With more than a decade of experience providing secure video encoding and streaming infrastructure to major Hollywood studios and distributors, the company is applying its technology to the evolving demands of inflight entertainment.

"At its core, CineSend is working to keep passengers engaged with the airline's digital ecosystem to drive loyalty and revenue." Colin Carter, Founder and CEO of CineSend, tells *PAX Tech.*

The company's aviation services includes a robust streaming platform, which powers cloud-based onboard wireless-IFE, airport lounge streaming, and airline entertainment microsites.

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Colin Carter, Founder and CEO of CineSend

As Low Earth Orbit (LEO) satellite technology and high-speed inflight connectivity become more widely available, CineSend sees opportunities to modernize how airlines manage and deliver entertainment experiences to passengers.

"Today, pre-journey information, lounge products, and onboard entertainment operate through separate teams, systems, and workflows," Carter explains. "As aircraft become connected to LEO and other high-speed IFC, there is an opportunity to bring those touchpoints together."

Through CineSend’s IFE platform, the company envisions a more seamless passenger journey where travelers can preview entertainment before departure, begin watching content in the airport lounge and continue viewing onboard through a single interface within an airline's app.

The shift toward cloud-based streaming could also provide airlines with greater flexibility, more current content and reduced reliance on onboard infrastructure.

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By combining its experience in secure media delivery with emerging connectivity technologies, CineSend aims to help airlines streamline content operations, maximize passenger experience investments and deliver a more engaging entertainment experience throughout the journey.

Later this month, the company will exhibit at APEX FTE EXPO, taking place at the Marina Bay Sands in Singapore from November 18 to 19. CineSend invites attendees to visit Booth 311 to learn more about their Cloud-Streaming IFE platform and IFE offerings.

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