CineSend turns cloud-first streaming into passenger engagement with Atlas

This is a special feature from the November 2026 APEX FTE EXPO issue of *PAX Tech* on page 34.



Atlas is built for connected aircraft, particularly narrow-body fleets without seatback screens

Getting passengers to open an inflight entertainment platform on their own device is one challenge. Giving them a reason to keep exploring is another. For airlines, that means thinking beyond what is available onboard to how easily passengers can discover something worth their time. The rapid adoption of LEO satellite connectivity is changing this.

As Colin Carter, Founder and CEO of CineSend, tells *PAX Tech*, “Atlas is CineSend's cloud-first streaming solution, designed to help airlines turn that connectivity into a more valuable passenger experience.”It also creates new possibilities for advertising revenue, personalized experience and passenger loyalty.

Copyright DutyFree Magazine. All rights reserved.



Colin Carter, Founder and CEO, CineSend

Atlas is built for connected aircraft, particularly narrow-body fleets without seatback screens. Leveraging existing aircraft connectivity and passengers' personal electronic devices (PEDs) which reduces dependence on dedicated hardware, Atlas delivers premium Hollywood movie content directly to a PED through an airline's mobile app or branded website.

Copyright DutyFree Magazine. All rights reserved.

Atlas upends the approach of traditional IFE systems, which often rely on physical content loading cycles that can take weeks. “By streaming directly from the cloud, airlines can access broader entertainment catalogs and refresh content in minutes rather than weeks,” says Carter. “Optional onboard caching keeps selected titles available locally, while the wider library can remain accessible through aircraft connectivity.”

He says that this opens the door to more flexibility to curate entertainment around destinations, passenger preferences and flight durations. While a new approach can raise security questions, Carter affirms that this is where CineSend's

media industry experience becomes particularly valuable to customers.

“For more than a decade, we have worked with major Hollywood studios, distributors and

content providers to securely manage and deliver high-value content,” he explains. “Atlas brings

that same studio-grade security to aviation through digital rights management, aircraft-aware

access controls, secure playback and optional forensic watermarking.”

For Carter, Atlas delivers beyond the cabin itself.“Imagine a passenger starting a film in the lounge, continuing onboard and returning to personalized recommendations on their next journey,” he prompts. “That creates valuable opportunities for airlines to introduce advertising, loyalty integrations, destination-specific content and relevant partner offers within their own branded digital environments.”

Rather than losing attention to third-party platforms, airlines can build a more direct

relationship with passengers while creating additional revenue opportunities.

“As connectivity becomes standard, we believe the next generation of IFEC will be defined by

how airlines turn passenger attention into long-term value,” says Carter.

Copyright DutyFree Magazine. All rights reserved.