

# FlightPath3D reframes the role of the inflight map

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 70](#).



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There is an indescribable comfort that comes from watching the inflight map, a sentiment confirmed by [Delta Air Lines](#) reporting that the inflight map is the airline's [most popular piece of content](#). But today, the moving map is more than a way for passengers to situate themselves in the air – it presents an opportunity for improved engagement, loyalty and ancillary revenue.

[FlightPath3D](#) is personalizing and improving the passenger experience through its AI-powered inflight experience platform, Luci. Having delivered more than 200 million smart suggestions in 2025, Luci's next evolution, Luci Live, is ready for boarding.

While Luci assists the cabin crew by answering common questions they receive throughout the flight, Luci Live takes this a step further, with the ability to answer open-ended questions with actionable responses.



Duncan Jackson, President, FlightPath3D

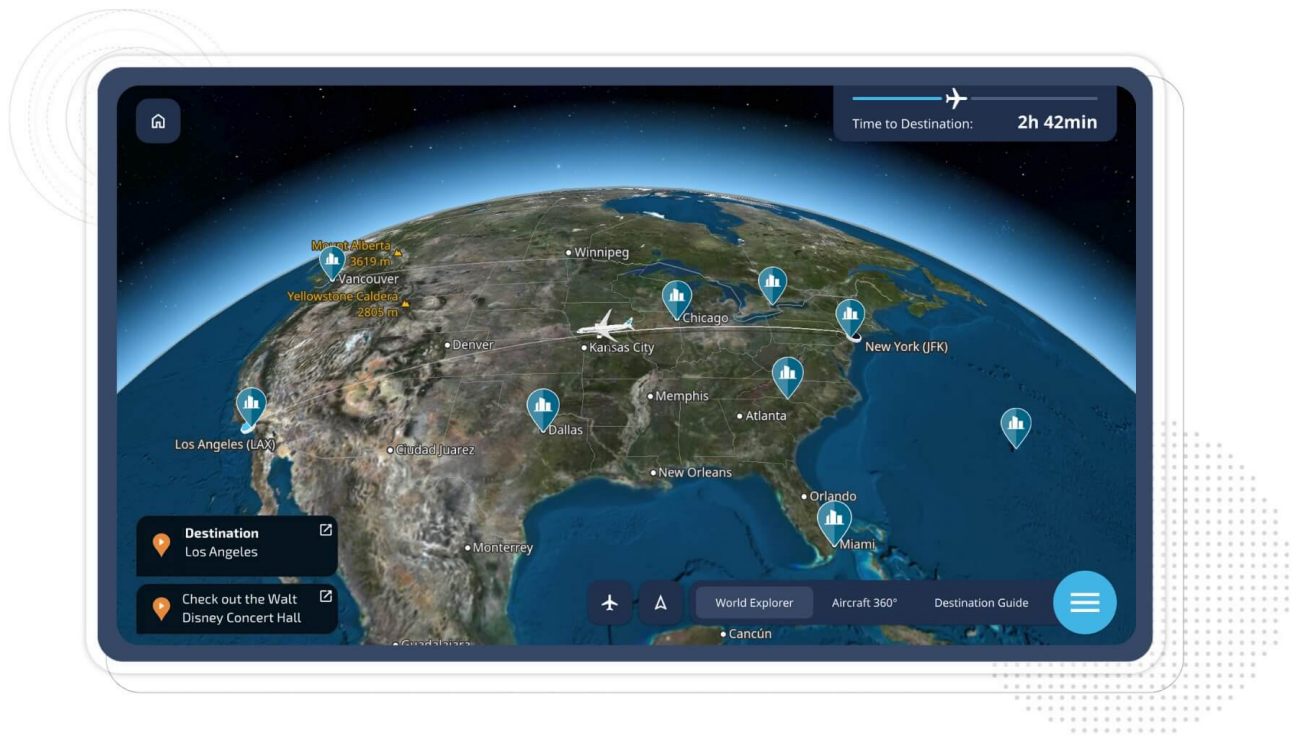
"The passenger can ask in plain language, without browsing menus, to find answers," Duncan Jackson, President, FlightPath3D, tells *PAX Tech* of Luci Live's capabilities. He explains that the personalization of Luci's insights do not come at the expense of passenger privacy.

"Luci keeps personalization contextual and does not collect sensitive personal identifiers," Jackson says.

The AI platform operates in two modes: connected and offline. Without internet access, Luci is powered by real-time flight data and an onboard database that is continuously updated with points of interest, airport information and destination content.

With connectivity, Luci Live adds real-time conversational intelligence to further personalize recommendations such as destination activities and hotel bookings.

### **Connected amongst the clouds**



## Cloud connectivity is reshaping the role of moving flight maps

Cloud connectivity is reshaping the role of moving flight maps. FlightPath3D's Cloud Map, deployed over Starlink, is now flying with United Airlines and WestJet. Cloud connectivity transitions the moving map from a display to a connected, omni-channel experience that can live on seatback and personal devices as a complementary second screen, Jackson explains.

Cloud Map drives discovery for passengers, engaging them with commerce and partner experiences based on the context of that flight route.

"Destination content can update in real time, programmatic advertising can be delivered through integrated ad infrastructure and passengers can explore and book tours before they land," Jackson says. "The platform also supports contextual offers with loyalty plugins, such as seat upgrades for connecting flights."

As FlightPath3D reimagines the function of the moving map, Luci is live on more than 1,000 aircraft, and Cloud Map over Starlink is active on more than 400 aircraft. Jackson says these features will be the focus of FlightPath3D's exhibit at AIX 2026,