

FlightPath3D turns inflight map into intelligent agent with Luci Live



Luci Live adds an interactive experience to the inflight map, built around engagement to keep passengers entertained and informed while developing new revenue streams for airlines

[FlightPath3D](#)'s inflight map is now an intelligent, interactive information engine with the launch of Luci Live. Developed by FlightPath3D and unveiled at Aircraft Interiors Expo in Hamburg this month, Luci Live adds a customizable, AI travel companion to the moving map, initiating conversations with passengers and connecting them to real-time flight details, destination content, and booking services across every phase of the journey.

Luci is flying today on more than 1,500 aircraft, delivering more than 20 million contextual recommendations to passengers each month. Luci Live extends that foundation into a real-time, two-way conversation offering narration of the inflight journey. It provides details about the journey, ETAs, landmarks below, and arrival info, without requiring passengers to ask. Luci Live becomes a conversational user interface where every interaction controls the map. Passengers zoom to a destination to check what's near their hotel, or book a museum ticket, all through a single tap or natural-language prompt. Real-time replies, powered by a global search and booking backend, extend the map from a display interface to an interactive experience.

"We are adding intelligence to the inflight journey. That takes three things: live flight data, a vast travel dataset, and the map," said Duncan Jackson, president of FlightPath3D. "Context is what powers Luci, and every response is an action in the map. It's all about ask, view, book. Ask Luci what's cool, and you'll zoom to your destination, with suggestions from a local guide and offers to book discounted attractions."

In both the original and Live modes, Luci draws on a curated database of over 50 million records

spanning points of interest, expert reviews, landmarks, and local insights, prioritizing airline-specific preferences such as loyalty or partner offers. Luci also integrates with FlightPath3D's Destination Guide and Destination Stories datasets, making its recommendations rich, visual, and locally relevant.

Luci Live leverages a connected inflight experience, using real-time flight data and a live internet connection to proactively deliver relevant, interactive journey information. Travelers no longer need to browse menus to find answers on board; Luci can handle natural-language queries, and the connected map experience continues the conversation with follow-up prompts. A passenger approaching their destination might check terminal and gate details, tap to see local weather, or find the fastest route from the airport to the city, including rideshare pickup locations.

Luci Live also extends the engagement window beyond the current flight. Passengers can plan an entire itinerary of sights, meals and events simply by chatting with Luci to learn what's popular and interesting. And because the system is online, it can deliver transaction fulfillment in the sky through real-time web APIs and live access to partner booking engines. Passengers can also discover new destination opportunities from the airline, further personalizing the experience and building brand loyalty, while creating a new channel for ancillary revenue.

"Without context, you are just bolting a chatbot onto a screen," Jackson said.

Luci Live joins other recently introduced layers of the FlightPath3D mapping ecosystem, including Destination Stories, Control Tower, and the award-winning Accessibility Map. They are all supported by the company's Cloud Map architecture, featuring a build-once, deploy everywhere and light-touch implementation approach to enable rapid adoption, even on airlines without an IFE system installed.