

IdeaNova launches offline-first AI to personalize inflight experience

At Aircraft Interiors Expo ([AIX](#)) 2026, [IdeaNova](#) is positioning artificial intelligence as the next step in inflight passenger engagement, even when connectivity is unavailable.

The company has today (April 14) unveiled Inplay AI, describing it as an offline-first platform designed to deliver personalized entertainment, shopping and destination content onboard aircraft.

As airlines continue to invest in connected cabins, inconsistent Wi-Fi coverage and bandwidth limitations remain a challenge. Inplay AI addresses that gap by shifting intelligence directly onto the aircraft, allowing systems to continue adapting to passengers in real time without relying on a live connection.



Inplay AI delivers real-time, personalized inflight entertainment and retail experiences directly through onboard systems, even without connectivity

The platform uses onboard data to tailor recommendations based on passenger behavior and preferences. Movie suggestions can shift based on viewing habits, retail offers can reflect individual tastes and destination content can highlight relevant attractions along the flight path.

Rather than functioning as a static catalogue, the inflight portal becomes a dynamic, personalized interface, one that continues to operate even when connectivity drops.

Built for limited connectivity

Inplay AI is designed specifically for the realities of aviation. Before departure, the system prepares recommendations using route and historical data. During flight, onboard models adapt based on passenger interaction, while any available connectivity can be used later to synchronize insights for future journeys.

Because the system runs on existing onboard hardware, airlines can deploy it without major retrofits or additional bandwidth costs. Its edge-based architecture allows real-time processing directly on the aircraft, avoiding the delays and limitations associated with cloud-dependent systems.

The platform can also integrate with existing inflight entertainment and connectivity systems, including wireless streaming and portable IFE setups, making it adaptable across a wide range of fleets.

For airlines, the shift is not only about passenger experience but also revenue potential.

By aligning content, retail and advertising with individual preferences, Inplay AI is designed to increase engagement and improve onboard sales performance. Personalized offers and curated experiences can turn inflight portals into active commercial channels rather than passive systems.

“Passengers expect personalization everywhere they travel,” IdeaNova CEO Juraj Siska tells *PAX Tech*. “Inplay AI brings that intelligence onboard, allowing airlines to deliver relevant experiences regardless of network conditions.”

The launch builds on IdeaNova’s existing Inplay platform, which supports secure streaming and connected cabin services. With the addition of AI, the company is positioning itself at the intersection of personalization, privacy and operational efficiency in the evolving inflight experience.