

IdeaNova shifts inflight focus from speed to experience

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 72](#).



IdeaNova will showcase Inplay AI at AIX, a product that pushes beyond recommendations to become a genuine travel companion

As connectivity continues to dominate the inflight entertainment (IFE) conversation, airlines face growing pressure to deliver faster installations, greater throughput and lower costs. While much of the industry remains focused on connectivity speed and efficiency, [IdeaNova](#) is looking at what comes next—the quality of the passenger experience once the connection is made.

“At this stage, it is not just about getting online faster,” says IdeaNova CEO Juraj Siska. “It is about ensuring that every passenger enjoys a seamless, personalized entertainment experience, regardless of connectivity conditions.”

That shift reflects a broader change in passenger expectations. Travelers now judge the inflight experience by how well it performs, not how fast the Wi-Fi claims to be. Recent [Viasat](#) and [Moment](#) surveys show that 41 percent of passengers prioritize access to personal streaming services like Netflix, while 75 percent say quality Wi-Fi alone would make them more likely to rebook—highlighting performance over raw specs. Quality—not bandwidth—has become the true measure of a modern inflight experience.

Elevating inflight content performance

IdeaNova’s strategy focuses on enhancing the performance of inflight content. As airlines expand content offerings, IdeaNova is developing technologies that ensure content actually looks and feels great in the air—more stable live TV reception, channels in higher resolution, VOD titles that load quickly and play back in crisp 4K/HDR quality.

Even major streaming platforms—a staple of the passenger journey—benefit from IdeaNova’s

optimized delivery, Siska tells *PAX Tech*.

“The goal is simple: give passengers the smooth, responsive experience they expect on the ground, even when connectivity is uneven,” he says, referencing [March research from SimpleFlying](#) that reveals modern travelers judge IFE by its ability to deliver dropout-free personal streaming—reinforcing ground-like performance as the baseline.

The technology also works on legacy hardware. IdeaNova recently collaborated with Delta Air Lines running advanced AI features effectively on equipment more than 15 years old.



Juraj Siska, CEO, IdeaNova Technologies

“This proves next-generation experiences do not require next-generation boxes,” Siska says.

These improvements signal a shift in the IFE landscape. It is no longer just about the network pipeline. It is about what happens once the data arrives and how intelligently the system adapts.

A smarter way to navigate content

As airlines expand content catalogs, passengers can feel overwhelmed by choice. IdeaNova is rethinking that experience with inflight AI capabilities designed to make discovery effortless. Instead of scrolling endlessly, passengers receive intuitive guidance shaped by preferences, journey and past interactions with the IFE system.

What sets this approach apart is its resilience. Siska says IdeaNova's inflight AI "will support fully offline mode, even for advanced technologies like AI," ensuring personalization never disappears when bandwidth dips. Recent [market analyses](#) note congestion on high-traffic routes limits performance on many flights.

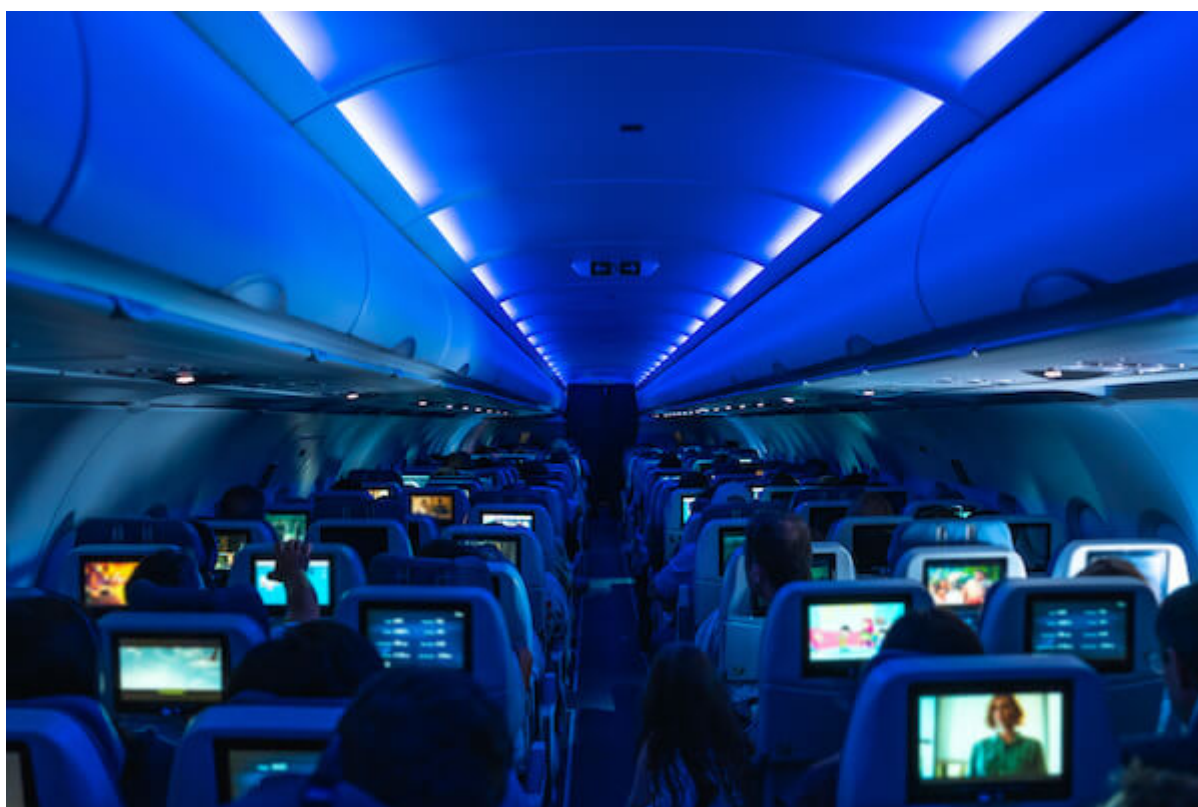
Siska says offline-first architecture is critical to maintaining consistent performance, particularly in environments where connectivity is limited. He notes that for many operators, especially in business aviation, data privacy is a priority. Several carriers prefer that data never leaves the aircraft. Running AI offline, he explains, addresses both reliability and data control concerns without compromising functionality.

AI as a true travel companion

At Aircraft Interiors Expo ([AIX](#)), IdeaNova will showcase Inplay AI, a product that pushes beyond recommendations to become a genuine travel companion. Instead of just suggesting a movie, it offers destination insights, surfaces timely entertainment and adapts suggestions as the journey unfolds.

For airlines, this opens the door to new forms of engagement and revenue opportunities, from dynamic content partnerships to interactive retail moments that feel natural.

As Siska puts it, "Inplay AI bridges the gap between inflight entertainment and inflight navigation, two most commonly used IFE components. It gives airlines the necessary edge to compete with large streaming media providers while generating ad revenue."



As airlines expand content offerings, IdeaNova is developing technologies to ensure more stable live TV reception, higher-resolution channels and VOD titles that load quickly in crisp 4K/HDR quality. Image credit: Jason Rabinowitz

In a marketplace dominated by connectivity conversations, Siska says IdeaNova is reminding the

industry that the real magic happens after the aircraft comes online. The future of IFE is not just faster, it is smarter, more personal and designed to make every minute of the journey feel effortlessly connected.