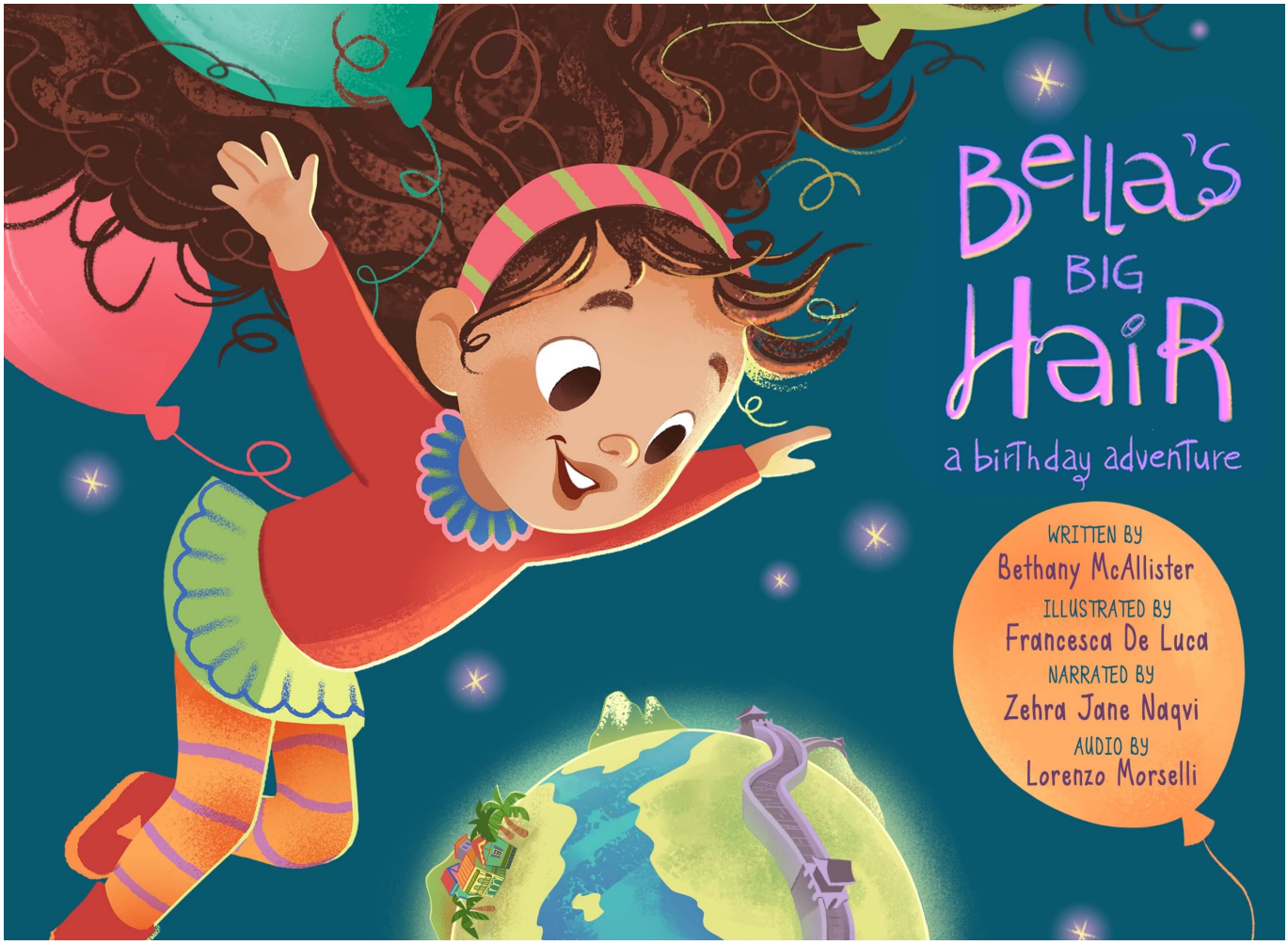
Libélula Books outlines vision for multilingual children’s IFE with Bella's World

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Libélula Books is bringing multilingual storytelling to the IFE market through its Bella’s World audiobook collection

Children’s publishing company Libélula Books, known for its bilingual read-along audiobooks and videobooks, is bringing multilingual storytelling to the IFE market through its Bella’s World audiobook collection. The company is also exploring ways for airlines to extend the experience beyond the flight.

Available in English, Spanish, Portuguese, Italian, Arabic, Japanese, and Mandarin, the collection features cinematic sound design developed to help children with visual impairments experience illustrated stories through audio. Its Japanese version received a One Voice nomination. The Turkish edition is currently in production, and Libélula Books can add additional languages upon request.

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Bethany McAllister, Founder and CEO, Libélula Books

For Founder and CEO Bethany McAllister, multilingual storytelling offers airlines an opportunity to make their children’s content more accessible and strengthen relationships with families.

"Families will appreciate that airlines offer exciting, accessible IFE in several languages," McAllister tells *PAX Tech.*

Beyond the flight

Building on its audiobook collection, Libélula Books is exploring how children could continue engaging with Bella’s World after landing through its “IFE at Home” concept.

McAllister envisions digital amenity kits that would give families access to customized portals featuring Bella's World content, exclusive airline-branded stories and interactive games inflight. Dynamic QR codes would expand this concept to connect the onboard entertainment experience with content children can return to after the flight through the QR codes.

Customization could also help introduce younger travelers to airline networks. Libélula Books holds worldwide licensing rights to its content and works with airlines to develop exclusive characters and travel-themed stories highlighting specific routes and destinations. The proposed portals could create opportunities for engagement, including allowing children to redeem frequent flyer miles or points for

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downloadable coloring pages and digital passports.

"Kids' portals will transform the inflight travel experience for children and families," McAllister explains.

Creating content for global audiences
Supporting these ambitions is an international creative team with experience across publishing, animation, music and games.

Libélula Books works with bilingual professionals, character illustrators and background artists with animated feature film experience. Its audio engineer also works in music composition and video game sound design, while collaborators in thirteen countries bring additional creative and cultural perspectives to its productions.

The company’s aim is to connect these storytelling capabilities across IFE platforms, digital portals and airline marketing campaigns, giving families opportunities to engage with its content throughout the passenger journey and long after landing.

"Engaging with families through this hybrid IFE and marketing concept has the potential to generate lasting passenger loyalty," McAllister concludes.

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