

# On tour: IdeaNova in action



PAX Tech Managing Editor Jane Hobson (left) and Juraj Siska, CEO at IdeaNova Technologies during the office tour in Chicago, USA

[IdeaNova Technologies Inc.](#) (IdeaNova) has nearly two decades of experience in IT security and secure video streaming. Inplay secure streaming pioneered distribution and integration of Digital Rights Management (DRM) technologies for modern Inflight Entertainment Systems (IFE), the Media & Entertainment, healthcare and other industries. Inplay secure streaming delivers ready to use components and end-to-end software everywhere.

Earlier this year, IdeaNova received the PAX Readership “Technology Award” for its next-generation Inplay Edge solution.

“We are honored to receive the PAX Readership Technology Award for our Inplay Edge solution. This recognition reflects our team’s dedication to pushing boundaries in inflight entertainment and connectivity, ensuring passengers have an exceptional experience. Our mission has always been to

create innovative solutions that meet the evolving demands of the airline industry, and this award is a testament to that commitment,” Juraj tells *PAX Tech* Managing Editor Jane Hobson during a tour of IdeaNova’s headquarters in Naperville, USA last month.

Inplay Edge is a versatile software package that airlines can deploy with existing IFE hardware. The product is designed to control content storage and improve the passenger experience via edge caching. The airline can preload the content using the less expensive terrestrial network or load the content using the onboard network once, with future passengers viewing the cached content rather than streaming it.

### **Strategic partnerships**

IdeaNova has announced significant partnerships this year, including a milestone agreement with [Safran Passenger Innovations](#). At AIX 2024, it was announced that SPI’s legacy Inflight Entertainment System, RAVE Wireless, will use IdeaNova’s Inplay Digital Rights Management (DRM) technology to protect and manage inflight content libraries.

IdeaNova’s Inplay DRM technology works to protect copyrighted materials by providing secure delivery and distribution of inflight content. Inplay provides offline DRM, so that aircraft do not need to have a data connection to the ground. Offline DRM enables secure content playback through a multi-DRM customized software and means that airline passengers do not need to download an airline-specific app for entertainment viewing during the flight.

In May, Juraj Siska, CEO at IdeaNova Technologies, said that the Inplay DRM would soon be extended to all of SPI’s IFE systems.

Most recently, IdeaNova also announced a strategic partnership with [Kontron](#) to provide end-to-end IFE systems. The goal of the agreement is to set new standards for inflight experiences, delivering a fully integrated IFE system with seamless connectivity, a variety of entertainment options and secure high-speed streaming.

As such, IdeaNova’s Inplay software integrates with Kontron’s Cab-n-Connect™ P100 portable streaming system. The setup creates a system that is easy to bring onboard for charter flights or seasonal routes while still delivering the services the modern passenger expects, such as secure DRM playback, screen sharing, onboard chat, live TV and more. The Inplay Content Loader also integrates with KontronOS software solution for quick content and software updates, and a centralized management view to each device.



Members of the IdeaNova Technologies team

### **A new edge**

As IdeaNova gears up for 2025, Siska says, tells *PAX Tech* big things are on the horizon.

“As we look ahead to 2025, IdeaNova is focused on expanding the capabilities of our Inplay Edge solution to further enhance passenger engagement and security in inflight entertainment.

We’re exploring new ways to leverage emerging technologies to meet the growing expectations of airlines and travellers alike. Our team is excited about pushing the boundaries of what’s possible in digital streaming and connectivity, making air travel even more seamless and enjoyable for passengers worldwide.”

IdeaNova will be exhibiting at the Aircraft Interiors Expo (AIX) in Hamburg, Germany, from April 8 to 10, 2025.



IdeaNova Technologies has won several PAX Readership Awards in the Technology category

### Tech talk

IdeaNova's product catalogue ranges from platforms that enable passengers to share content between seatbacks and PEDs, to social connection tools that create a more immersive travel experience in the cabin.

Check out the products below:

**Inplay Advertising:** Generates revenue through strategic advertising that targets a specific passenger audience and enables the monetization of video content on seatback and wireless systems.

**Inplay Bash:** Bundles social features that allow passengers to easily switch between chat, video chat, We Watch and web conference inflight.

**Inplay Audio:** Delivers music and podcasts to passengers – they can upload content, discover and preselect music or podcasts for subsequent listening.

**Inplay Captive Portal:** The portal allows an airline to insert messaging, direct users to a desired location and increase passenger engagement to get more people viewing content and advertisements.

**Inplay Content Loader:** Gets content to the aircraft quickly while reducing costs and improving efficiency of aircraft content maintenance.

**Inplay Flow:** Allows passengers to share content between their PED and seatback screen, including pre-downloaded content and, if licensing permits, content stored locally from subscription video on demand platforms.

**Inplay DRM Players:** Multimedia players that support online and offline playback of various digital rights management (DRM) formats.

**Inplay IFE portal:** Gives passengers access to the latest movies and TV shows on mobile phones, tablets or laptops. Passengers can set up their watchlist before boarding.

**Inplay Lite Players:** Enables playback of non-DRM content natively on PC, Mac, and mobile devices, so that passengers can immediately access media content without downloading a mobile application or plug in.

**Inplay Payment:** The payment platform allows passengers to make offline credit card transactions and pay directly for IFE or for onboard products and services.

**Inplay Rating:** Allows passengers to rate the inflight entertainment content they watch, permitting airlines to understand passenger feedback and improve their satisfaction.

**Intouch:** A web conferencing solution tailored for aircraft cabins that allows for personal branding.

**Intouch Nearcast:** Allows passengers to share screen and video content with other passengers via a local Wi-Fi network (with minimal connection).

**Inplay Live:** Integrates with existing IFEC systems and leverages available satellite bandwidth to deliver live or library-stored content.

**Inplay VR Player:** Allows passengers to have a experience virtual reality in 360 degrees, suitable for promoting destinations.

**Inshow:** Quickly analyzes and visualizes key data about the media streaming ecosystem.