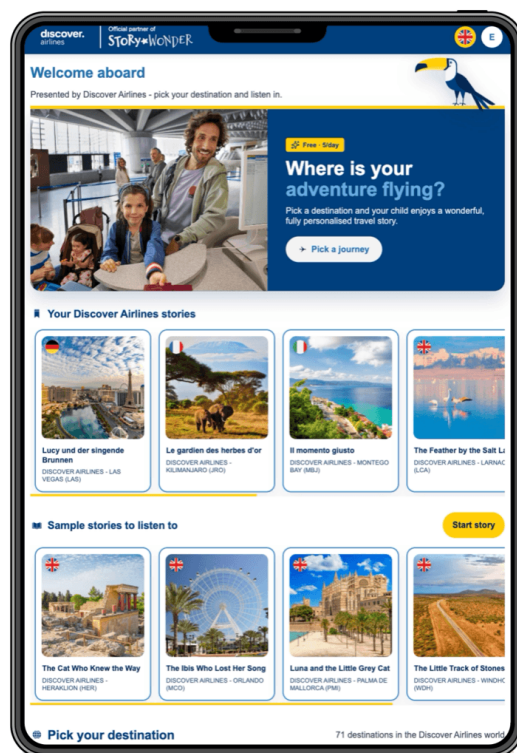


Spafax and Discover Airlines launch branded digital storytelling with StoryWonder



Spafax brings AI-powered children's storytelling to Discover Airlines with StoryWonder

[Discover Airlines](#) and [Spafax](#) have announced the launch of StoryWonder onboard. The AI-powered children's storytelling platform is now live for Discover Airlines' passengers, giving flying families and children a personalized story experience that begins at home and continues through the airport, the cabin and the destination.

Passengers with a valid Discover Airlines booking receive a link to StoryWonder during online check-in and can begin creating stories before they travel. A short family setup lets parents and children aged three to 13 choose characters, themes, language and travel destination. The StoryWonder AI engine then generates an individual story with the child in the leading role, delivered in three formats: as an audio story, as a story to read independently, or as a bedtime story to be read aloud.

The integration covers more than 50 Discover Airlines destinations. Children can use the stories to prepare for their trip, learn about the country and its people in a playful way, and relive the journey after they return home. The StoryWonder interface is available in five languages – German, English, Spanish, French and Italian – while stories themselves can be generated in 11.

“As a quality leisure airline, we focus on family-friendly offerings and provide an extensive, complimentary entertainment program on our long-haul flights, as well as via our Onboard Cloud on short-haul flights,” said Sebastian Kaiser, Head of Product at Discover Airlines. “We are therefore delighted to now offer an innovative digital product from Spafax and StoryWonder, especially for

families and children flying with Discover Airlines, to enjoy destination-based stories before or during the flight as well as during their vacation."

StoryWonder is embedded in Discover Airlines' Customer Experience Platforms and connected to the airline's Entertainment Guide. On A330 long-haul aircraft with the connectivity service FlyNet®, passengers can also generate new stories inflight. An integrated audio player with download function means stories created on the ground or inflight remain available offline throughout the journey.

StoryWonder is developed by [KB&B Family Marketing Experts](#) and marks its first full airline deployment with Discover Airlines.

"Every airline talks about improving the family travel experience, and with Discover Airlines we are actually doing it end to end," said Dimitrios Tsirangelos, SVP Global Business Development at Spafax. "A child can create a story at home, listen to it on board without a connection, and finish the adventure at the destination. It is entertainment built around the way families actually travel."

Since launching, StoryWonder has reached more than 89,000 installs and generated 58,000+ stories, with a completion rate of around 88 percent.

"Flying is already a big adventure for children, and we turn it into a story in which the child takes the leading role," said Rolf Kosakowski, CEO of KB&B Family Marketing Experts. "More than 50 Discover Airlines destinations become an experience: children prepare for their trip through the stories, learn about the country and its people in a playful way, and relive the memories afterwards. This start was made possible by our partner Spafax, and for me it is the beginning of many more airline partnerships to come."

For Discover Airlines, the partnership extends the brand experience beyond the flight and into family life at home, deepening its appeal to traveling families. It also reflects a wider move in inflight entertainment away from passive, screen-based content toward participatory, personalized experiences, the August 18 press release said.