

Spafax and StoryWonder curate magical journeys for young passengers

This is a special feature from the [May 2025 issue](#) of *PAX Tech* on [page 75](#).



StoryWonder is an AI-powered storytelling platform that brings interactive stories to life for children

Flying can be an experience full of fascination, and [Spafax](#) is bringing more magic to the journey for young passengers through its exclusive collaboration with StoryWonder, announced at the Aircraft Interiors Expo (AIX) 2025. StoryWonder, an AI-powered storytelling platform that brings interactive stories to life for children was developed by KB&B Family Marketing Experts of Germany. The partnership will see StoryWonder's AI technology and Spafax's airline integration capabilities bring immersive, personalized digital entertainment to families inflight.

StoryWonder allows children to become the main character of the story through AI-powered adventures tailored to their individual interests. The platform is available to airlines as both interactive text and audio experiences, offering an intuitive user interface and family-friendly narratives.



Dimitrios Tsirangelos, Vice President Business Development IFE Technology and Innovation at Spafax

“Travelling with kids can be challenging, and airlines are constantly seeking ways to enhance the family travel experience,” said Dimitrios Tsirangelos, Vice President Business Development IFE Technology and Innovation at Spafax. “Our collaboration with StoryWonder is a perfect match—combining StoryWonder’s creativity, personalization and child-focused innovation with Spafax’s deep expertise in airline media and passenger experience. Together, we are helping airlines create magical, stress-free journeys that families genuinely appreciate.”

The app can be added to the IFE microsite of the airline, the airline’s native app and the inflight

connectivity portal onboard the aircraft. Airlines can also integrate custom branding into the StoryWonder App to create an individual world. For example, an airline's mascot can become a character in the story, the travel destination can inspire the story setting and a crew member's voice can narrate the tale.

StoryWonder supports multiple languages and can be linked to frequent flyer programs, rewarding passenger engagement.