

Touch Inflight Solutions and Aeromexico announce IFE partnership



AeroMéxico and Touch are working together to deliver innovative IFE content to passengers

[Touch Inflight Solutions](#) and [Aeromexico](#) have announced an IFE partnership to deliver entertainment experiences that reflect the airline's identity. In the press release, Touch said that it plans to pioneer IFE offering and optimization strategies with Aeromexico over the next few years to elevate the passenger experience.

"This partnership signifies our dedication to setting new standards for inflight entertainment," said Aeromexico's Vice President, Product and Onboard Services, António Fernandez Ojeda. "We look forward to pioneering the future of engagement and entertainment with Touch."

Aeromexico and Touch will deliver unique and "culturally relevant" content via Aeromexico's IFE platform. The selected content will align with the airline's brand identity, appealing to future generations of Mexican passengers.

"We look forward to working with Aeromexico to highlight the diverse and dynamic cultural fabric that makes Mexico unique," said João Chaves, Touch's Director of Customer Service. "Our exclusive content will enable Aeromexico passengers to feel connected to Mexico's vibrant heritage and modern arts."

To guide the curation of personalized content, Aeromexico and Touch will turn to viewership analytics. The data-backed approach is set to provide Aeromexico with a rich, tailored content lineup that evolves along with passenger preferences.