

West Entertainment adds AI functionality to WE platform

[West Entertainment](#) has announced today the addition of an AI functionality to its [WE by West](#) platform which will predict consumer tastes.

WE by West, West's workflow engine, gives airline clients and all key partners a central platform to manage and inform stakeholders of all tasks due and accomplished. It captures all services, from content offering to deliverables. It sets up notifications and reminders and facilitates selection down to final invoicing. Users can search content availabilities, watch trailers, read reviews and select content from personal devices, as well as track orders and access financials and reports for each programming cycle.

The foundation is the platform is West's global database, which is accessible 24/7. It contains metadata requirements and spec details across all hardware profiles.

The news comes on following West's [partnership with cultural AI company Qloo](#) in November 2020. Based on its 750 billion plus cultural correlations already mapped by its AI engine, WE best West will provide West's airline clients with a number of recommendations for movies, TV shows and music, all based on the title initially selected. This, along with West's Data and Analytics solution, will enable clients to strengthen passenger satisfaction.