

West Entertainment celebrates 10 years of IFE innovation



West Entertainment celebrates 10 years in business

[West Entertainment](#) is celebrating its 10th anniversary, marking a decade of delivering innovative entertainment services, technology solutions and passenger experience platforms to airlines around the world. Since its founding, West Entertainment has evolved from a trusted inflight entertainment partner into a technology innovator, helping airlines create more personalized, connected and commercially valuable passenger journeys. Today, the company combines premium entertainment services with advanced digital platforms that enable airlines to better engage passengers while unlocking new opportunities for operational efficiency and revenue growth.

“When we founded West Entertainment, our vision was simple: help airlines deliver exceptional passenger experiences through outstanding entertainment and innovative technology,” said Rick Warren, Managing Partner and CEO of West Entertainment. “Over the past ten years, we’ve remained focused on building trusted partnerships with our customers while continuously evolving our solutions to meet the changing needs of the aviation industry. This milestone is a celebration of our incredible team, our customers, our content partners and everyone who has been part of West’s journey.”

A decade of innovation

Over the past decade, West Entertainment has established itself as a leading provider of entertainment services and technical solutions for commercial airlines, private jet operators and

cruise lines. Operating from its production and technology facilities in Irvine, California, the company has developed a reputation for delivering tailored solutions that combine premium content, technical expertise and exceptional customer service, the August 4 press release said.

As passenger expectations have evolved, West has continued to invest in technologies that move beyond traditional inflight entertainment. The company's growing portfolio now includes WestIQ, its passenger intelligence and personalization platform, and **WeFly OTT**, a cloud-based entertainment and streaming solution designed to help airlines leverage connectivity, passenger data and digital engagement to create more meaningful onboard experiences. These platforms reflect West's commitment to helping airlines harness the power of connected passenger journeys by combining entertainment, personalization, connectivity and commerce into integrated digital solutions.

"As we begin our second decade, we are more excited than ever about the future," said Kate Groth, President of West Entertainment. "The aviation industry is entering a new era where entertainment, connectivity, passenger intelligence and digital services are becoming increasingly interconnected. Our focus remains on helping airlines create smarter, more personalized passenger experiences while continuing to innovate alongside our customers and technology partners."