

West Entertainment introduces new website

[West Entertainment LLC](#) (West), platinum sponsor of [FTE APEX Virtual Expo](#), announced today the launch of a new website.

The website is designed to showcase West's services, passenger entertainment solutions and products for airlines and cruise lines, including strategy, licensing and packaging, delivery and ongoing support of new digital channels. The company also provides consulting services to help clients with revenue generation and brand activation, with a focus on data analytics and mobile engagement across the customer journey.

The modern, clean design allows easy access to information about West's solutions, news, blogs and information about West as an IFE content service provider. Customers can directly access the innovative platform WE by west directly through the website, which provides access to the latest Hollywood and international movies, and trending TV shows for review and ordering. Clients can also find information about West's Data and Analytics (DnA) platform, as well as the latest solutions Fly By West (content on the "fly") and [Jetset AI](#).

"Our fresh, modern new website has been designed to further enable airlines and cruise lines understand how we can help them deliver fantastic passenger entertainment solutions as well as intelligent data driven content strategies," said Flavia Verano, VP Strategic Development at West. "We are now in an even stronger position to engage with the industry as we look to expand our international footprint.