

West Entertainment launches WestDigital software and AI business division



WestDigital is an independent software and artificial intelligence business division of West Entertainment

[West Entertainment](#) has announced the launch of [WestDigital](#), an independent software and artificial intelligence business division created to serve airlines, rail, cruise operators and the broader travel ecosystem.

Built by the team behind West Entertainment, WestDigital combines decades of industry experience with next-generation technology and talent. The division is designed to help operators understand passenger behavior, personalize the journey and turn real-time engagement into actionable intelligence and commercial value.

At the core of the portfolio is WestIQ, the company's passenger intelligence and orchestration layer. WestIQ analyzes a 50-signal vocabulary – including searches, browsing, skips, pauses, and viewing habits – alongside journey context to capture passenger intent in real time. This intelligence enables operators to serve the optimal next-best content, service, advertisement or commercial offer to individual passengers. Additionally, passengers can search entertainment catalogs using natural language and receive context-aware recommendations for a more intuitive digital experience.

"WestIQ is about understanding passenger intent in real time," said Paul Barton, VP of AI and Digital Strategy at WestDigital. "That same intelligence helps determine which experience, service, or commercial offer is most relevant to a passenger at any given moment. Most importantly, this is

technology we can demonstrate today: WestIQ Live allows airlines and partners to see this intelligence in action and evaluate its application for their own fleets.”

WestIQ is offered through three modular commercial packages tailored for airlines, OEMs, and industry partners:

- **Insights:** Provides core passenger intelligence and analytics.
- **Personalize:** Delivers context-driven recommendations and tailored experiences.
- **Monetize:** Leverages passenger intent to power advertising, retail, destination services, and ancillary commerce.

Designed to enhance rather than replace existing infrastructure, WestIQ integrates across current IFEC and digital platforms. It connects with specialized partners across retail, advertising, loyalty, mapping, destination services, and service recovery – establishing what WestDigital terms a Content-to-Commerce (C2C) chain.

Alongside the launch of WestIQ, the company is relaunching its infrastructure-agnostic, connectivity-enabled streaming platform as Stream by WestDigital (formerly WeFly OTT), as well as StreamIQ, which embeds WestIQ intelligence directly into the streaming platform. Together, the portfolio enables operators to deliver an intelligent digital environment across seatback systems, personal electronic devices, and high-speed connectivity.

Under the ethos “Proofs, Not Promises,” WestDigital focuses on delivering fully operational technology and measurable business outcomes.

“WestDigital builds on our deep experience in the passenger journey and allows us to partner across the broader travel technology ecosystem,” said Rick Warren, Managing Partner and CEO of West Entertainment. “We have established an independent technology division that collaborates with airlines, OEMs, connectivity providers, and tech partners industry-wide. Our goal is straightforward: help operators turn passenger engagement into intelligence, and turn that intelligence into superior experiences and greater value on every journey.”