WestDigital to showcase live PXCom and Inadvia integrations at APEX FTE EXPO



Event attendees can see a live demonstration of WestIQ within SkyVerse at PXCom's Booth 115 and view the WestIQ and Inadvia integration at West Entertainment's Booth 307 at APEX FTE EXPO in Singapore this week

West Entertainment and its recently launched software and AI division, WestDigital, have announced partner integrations with PXCom and Inadvia at this year's APEX FTE EXPO in Singapore from November 18 to 19. Both are driven by WestIQ, an AI-powered passenger intelligence platform that helps operators understand engagement and deliver context-aware recommendations. WestIQ's capabilities focus on stronger passenger insights, more meaningful personalization and greater opportunities for monetization. The integrations demonstrate how WestIQ can deliver personalized content and retail recommendations through PXCom's SkyVerse platform, while enabling relevant advertising and performance reporting through Inadvia.

PXCom SkyVerse's "For You," powered by WestIQ
WestIQ's passenger intelligence has been integrated with PXCom's SkyVerse wireless IFE and inflight connectivity platform to make smart content and retail recommendations for passengers. WestIQ updates these suggestions in real time, using passenger behavior to continually refine the SkyVerse content and retail catalogs.

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“WestIQ is built to enhance existing platforms rather than replace them, and SkyVerse is a good example of that approach,” said Paul Barton, VP of AI and Digital Strategy at WestDigital. “By reading passenger intent in real time, WestIQ keeps the content and retail recommendations in SkyVerse relevant to each passenger. We're built on proof, not promises, and the integration is live at PXCom's booth.”

“Our aim is to give passengers what they expect, when they expect it,” said Cyril Jean, CEO of PXCom. “WestIQ’s real-time recommendations inside SkyVerse take that further, and airlines can add that intelligence without changing how they run their cabin.”

Ad delivery and reporting with WestIQ and Inadvia

WestIQ has integrated with Inadvia, the independent aviation media trading platform. Inadvia supplies ads through a live connection to the digital advertising marketplace, and WestIQ chooses which ad each passenger sees, with delivery reporting flowing back to advertisers.

WestIQ ensures each ad suits the moment it appears in without using any personal passenger data, and advertisers can see how well their ads performed. As a result, airlines can earn more from every ad they show and attract new advertisers who want proof their money is well spent. Airlines also maintain control of who advertises on board by approving the advertisers and categories that can appear.

“WestIQ makes the ad placement decision onboard, Inadvia brings live programmatic demand into it, and advertisers get delivery reporting they recognize from ground-based platforms, without private passenger data,” said Matthew Blay, co-founder of Inadvia. “The airline still decides who advertises on its aircraft. This is how most of the ad market already buys digital media, so it opens inflight inventory to more buyers and gives airlines a route to higher-value advertising revenue at scale.”

“These two integrations show how WestDigital works alongside partners,” said Kate Groth, President of West Entertainment. “WestIQ is designed to enhance the platforms airlines already use, so partners like PXCom and Inadvia can plug in their strengths while airlines get one intelligent experience across the cabin.”

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