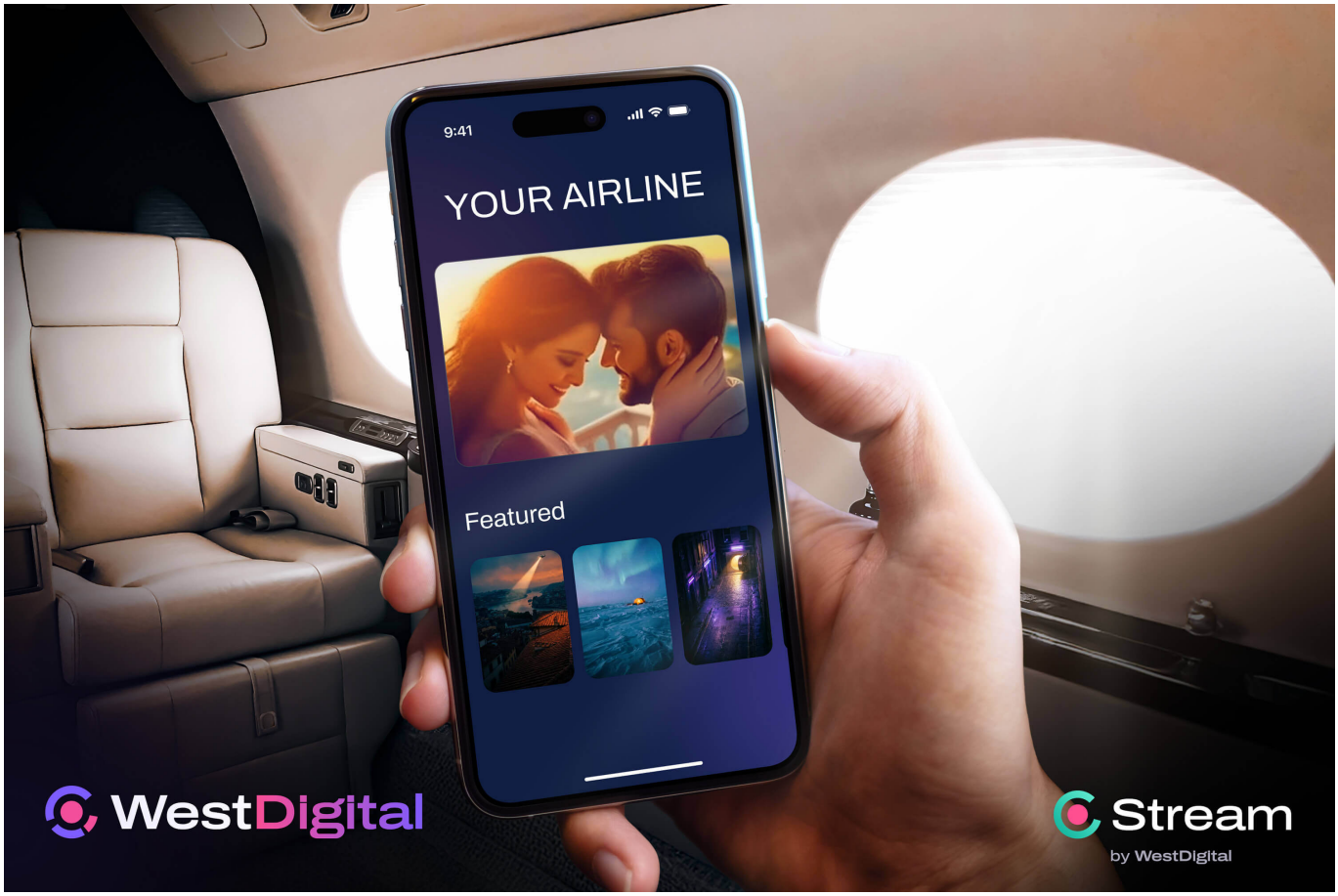
WestDigital's AI platform helps airlines build passenger loyalty via personalization

This is a special feature from the November 2026 APEX FTE EXPO issue of *PAX Tech* on page 11.



WestDigital is a standalone software and artificial intelligence business division of West Entertainment

West Entertainment has launched WestDigital, a standalone software and artificial intelligence business division of West Entertainment. The software helps operators understand passenger behavior, personalize the journey and turn real-time engagement into actionable intelligence.

At the center of the portfolio is WestIQ, the company's passenger intelligence and orchestration layer. The platform analyzes a vocabulary of more than 50 signals, such as searches, browsing, skips, pauses,viewing habits and journey context to capture passenger intent in real time.

"Most IFE still gives every passenger the same screen. WestIQ reads what a passenger does during the flight and responds while they are still in the seat. Every interaction becomes a signal," Paul Barton, VP of AI and Digital Strategy at WestDigital, tells *PAX Tech.*

WestIQ is offered through three modular commercial packages. "Insights" provides passenger intelligence and analytics. "Personalize" delivers context-driven recommendations and tailored experiences. "Monetize" uses passenger intent to support advertising, retail, destination services and ancillary commerce.

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The platform is designed to enhance existing IFEC and digital infrastructure. It connects partners in retail, advertising, loyalty, mapping, destination services and service recovery, creating what WestDigital calls a Content-to-Commerce chain.

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