

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



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, serving airlines, rail, cruise operators and the wider travel ecosystem.

Built by the team behind West Entertainment, WestDigital combines industry experience with next-generation technology to help 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, including searches, browsing, skips, pauses and viewing habits, alongside 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," says Paul Barton, VP of AI and Digital Strategy at WestDigital.



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Barton says one signal may reveal little on its own, but together, the signals communicate what a passenger is in the mood for during the journey.

“That understanding goes past the next film. Browse Tokyo restaurants and the movie rail starts promoting Japan-set films. Watch a heist film and the boutique surfaces travel gear. Entertainment, destination content and retail share one picture of the person in the seat,” he explains.

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.

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

“Personalization only earns its place if it makes the flight easier. That means the right thing at the right moment, and knowing when to show nothing at all,” Barton says. He adds that airlines remain in control of the experience, with WestIQ working alongside airline, hardware and technology partners. Each recommendation includes the reason it was made, allowing airlines to understand why something was shown.

“The data stays with the airline. Each airline is isolated in its own environment, encrypted with its own

keys, behind a wall that keeps its data out of anyone else's training," Barton explains.

The company is also relaunching its infrastructure-agnostic, connectivity-enabled streaming platform as Stream by WestDigital, formerly WeFly OTT. StreamIQ embeds WestIQ intelligence directly into the streaming platform.

WestDigital says its goal is to help operators turn passenger engagement into intelligence, and intelligence into better experiences and greater value throughout the journey.