

AERQ joins onboard conference Up & Beyond ahead of APEX EXPO



AERQ will showcasing its AERENA platform on a FlyingLab flight to Los Angeles from Munich ahead of APEX EXPO

[AERQ](#) is to join other aviation experts as part of the Up & Beyond event by [FlyingLab](#) (September 17), on a flight from Munich to Los Angeles, ahead of this year's APEX EXPO.

The onboard conference will explore topics such as a digitized cabin alongside the presentation of innovative solutions.

“We are pleased to join other aviation industry experts to drive innovation together and shape the future of our industry. With AERENA, we pave the way for airlines to be more in control and become playmakers of their own cabin experience. By enabling airlines to provide their passengers with the right content at the right time, we bring the passenger experience to a new level, while creating revenue, savings and growth for airlines,” said Son Yob (Louis) Pak, Co-Managing Director at AERQ in a September 13 release.

After discussing the future of a digitized cabin at the FlyingLab-Event, AERQ will present its own innovative solutions at APEX Expo: AERENA Experience Studio and The Smart View.

AERENA Experience Studio is a state-of-the-art cloud-based ground infrastructure supporting AERENA allowing airlines to operate their digital inflight product on a day-to-day basis to constantly optimize 1

and adapt the digital onboard offerings to their passenger's needs through a single login procedure. The key functionalities of AERENA Experience Studio include media updates within days, flexibly customizable UI and app management.

The Smart View is an end-to-end solution that enhances the digital cabin experience by bringing real-time contextual content and cutting-edge technologies together, while optimizing cabin operations for the crew onboard. Featuring an ultra-thin and lightweight 30-inch transparent OLED display, The Smart View introduces a completely new and smaller size of state-of-the-art OLED display technology to aviation. Designed with eased crew operations in mind, the transparent OLED display increases the crew's visibility as it is placed to unlock a direct view over the cabin. This allows the crew to observe the safety situation in the cabin even when they are in a seated position. Additionally, the displayed content can give visual support to enhance routine safety announcements, moving maps and information about meals as well as the destination.