
digEcor debuts Burrana branding at AIME

By **Rachel Debling** on February, 11 2019 | Partnerships, Collaborations & Acquisitions



A peek at Burrana's AIME 2019 booth

DUBAI, UAE: One month after announcing its revamped image and offering, [digEcor](#) has debuted its Burrana branding at [Aircraft Interiors Middle East 2019](#). The rebrand occurred following digEcor's acquisition of commercial IFE business from Collins Aerospace (previously Rockwell Collins).

Burrana CEO, David Withers, said in a statement from the company: "It's been an exciting time for us all as we launched Burrana. Our highest priority is to delight our 300-plus customers that between them operate more than 1,400 planes with our solutions installed. Integrating our global employee base to ensure seamless business operations is a close second."

He continued: "digEcor was well known for our ability to innovate, rapidly bringing new products to market. With the new products, capabilities, but most importantly, people that have joined us from Collins, Burrana will build on digEcor's legacy adding Collins production capacity, OEM relationships and engineering capabilities."

The Burrana team is showcasing its integrated cabin technologies, including IFE, passenger power and cabin lighting, at the show. According to a release from the company, it is delivering on its vision of taking the passenger experience to the next level by leveraging its engineering expertise and

ability to rapidly develop and certify new products.

Withers noted: "Our global team of innovative specialist engineers are leaders in their fields covering installation and certification, industrial design, customer experience, revenue generation and through life support. Burrana is used to responding to the ever-changing expectations of passengers.

"It is wonderful to be able to demonstrate the PAVES family of seat back and overhead solutions alongside digEcor's GLIDE, Engage, In-seat Power, PSS and Lighting products, offering modular, affordable and tailored solutions.

"The team and I look forward to welcoming everyone to our new Burrana booth during AIME, to share what's next for us on this journey and to listen to our customers about their goals and product ambitions."

Withers will be a part of the Inflight Panel on February 12 at 1:30 pm at the Dubai World Trade Centre, discussing IFE innovations with other industry experts. Visitors can also witness Burrana's offerings today at AIME 2019, booth 935.