

Maxposure acquires London-headquartered Neutral Digital



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[Maxposure Limited](#), a global leader in Aviation Entertainment and Content Marketing solutions, today announces the strategic acquisition of [Neutral Digital](#), London-based visionary innovator specializing in immersive experiences, CGI and XR-driven aviation solutions.

More than just a business transaction, this acquisition sets a new benchmark in aviation experience. Neutral Digital's expertise in groundbreaking immersive and interactive technologies seamlessly complements Maxposure's inflight entertainment solutions, signalling the next era of passenger engagement.

Prakash Johari, Founder and CEO of Maxposure, commented: "This marks a transformative chapter for Maxposure. By combining our aviation-focused solutions with Neutral Digital's capabilities, we're revolutionising passenger experience with next-generation inflight technology that doesn't just meet airline requirements; it anticipates them. This integration positions us at the forefront of creating immersive, seamless experiences that redefine what's possible in the skies."

Christian Grou, CEO of Neutral Digital, added: "The digital world is rapidly moving towards the third dimension, and we are at the forefront of that revolution. This partnership accelerates our vision and strengthens our ability to deliver transformative solutions to airlines worldwide." Neutral Digital, headquartered in London, collaborates with global industry leaders, including Boeing, Airbus, Qatar Airways, Emirates, British Airways, Lufthansa, Etihad, Panasonic, Viasat and WestJet, creating compelling, emotionally engaging narratives that drive value.