

AERQ launches AERENA



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[AERQ](#) has launched AERENA, an IT platform designed to help airlines gain more understanding of travelers' inflight behaviors and needs, opening up new revenue opportunities.

"AERENA is built for business. We make airlines the playmaker of their digital cabin experience by giving them complete control over their operational processes and better visibility of the passenger for the first time," said AERQ's Co-Managing Director Arnd Kikker. With AERENA, Kikker said airlines can fine-tune their onboard product, enabling new business models for advertising, e-commerce, destination services and more.

The platform operates through digital cabin touchpoints such as AERQ's inset system and OLED-powered [digital signage screens](#). Travelers can use their own personal electronic devices to interact with the inset system.

"AERENA will enhance efficiency and flexibility through integrated and simplified operational processes," said AERQ's Co-Managing Director Sang Soo Lee. "Fast deployment including cloud-based testing will streamline this time-consuming process to create savings. This allows updates and deployment of new applications and [media content](#) onto the aircraft in days."



AERQ's latest IT platform, AERENA, draws on the experience of AERQ's parent companies, LG Electronics and Lufthansa Technik

According to an Oct. 7 press release, airlines using AERENA will have more control over their digital cabin experience by being able to select the applications and media content available to passengers.

"Passengers will benefit from the personalization of the platform as airlines will be able to offer them the right content, products and experiences at the right time. AERENA will fill the emotional gap of the passenger between start and landing by turning this time onboard even more valuable, productive and worthwhile," states the release.

The platform draws on the experience of AERQ's parent companies, [LG Electronics](#) and [Lufthansa Technik](#), in consumer electronics and OLED display technology.