

Spafax introduces Spafax One



The new Spafax One platform delivers an end-to-end digital entertainment ecosystem, optimized for airlines

[Spafax](#) has unveiled Spafax One, a new digital entertainment suite that empowers the world's leading airlines to instantly connect with passengers — anywhere, at any time.

Spafax One was specifically designed to create and deliver any IFEC experience that airlines and passengers require, from live-streamed events and OTT (over-the-top) delivery to catch-up TV and late loading.

Following a recent rollout on select airlines, Spafax One is being showcased at Airline Interiors Expo in Hamburg, Germany, from June 6 to 8 following a successful demonstration in recent months.

Working closely with [British Airways](#), [IAG Connect](#), the [BBC](#), and [Red Bee Media](#), Spafax broadcasted a live feed of the coronation of King Charles III to thousands of British Airways passengers across the airline's entire connected fleet. From broadcaster negotiations to technical solutions, Spafax One was instrumental in passengers seeing history in the making right from their seatback screens.

Powered by Spafax's dynamic experience engine and intuitive UX/UI design practices, Spafax One brings to life unparalleled IFEC experiences, from seamless OTT live streams to effortless seatback deliveries.

- Seamless OTT delivery to passenger devices and seatback screens, featuring Live Stream, Multicast, and On-demand options
- Industry-leading choice of HTML, app-based, and seatback design/development options
- Recommendation engine leveraging advanced algorithms

By utilizing data-driven strategies, Spafax One curates the most engaging content from a vast cloud-based library, tailoring unique experiences for each passenger.

- Innovative cloud curation, selection, programming, client portal, and CRM
- Advanced data analytics platform delivering insights into passenger trends
- Smart AI-powered recommendation engine

Spafax adds thousands of new titles every year from around the world, instantly importing assets and creating metadata and images in its cloud CMS. Content is delivered within hours, not weeks, and communication via CRM ensures total transparency throughout the process.

- Comprehensive cloud production; scheduling, rights management,
- Import and encoding, image and metadata editing with AI image recognition, and stringent QC standards
- High-definition formats, including 4K
- Zero-touch integration and automated late load for a seamless delivery process

“Spafax One makes it easy for airlines to get a comprehensive view of our capabilities arranged in key stages from content curation and delivery to the end-user experience, and AIX is the ideal environment to showcase this,” said Spafax Chief Technology Officer Paul Colley in a June 5 press release. “We recognized a gap in the market for a solution that provides faster market delivery and a more comprehensive offering than a supplier who can deliver just one or two services. We designed Spafax One around those needs to ultimately help clients increase efficiency and boost their return on their IFE investment.”