

Burrana to introduce RISE Engage at AIX 2026



Burrana partners with Seamless Digital with support from MIRUS to introduce RISE Engage

In collaboration with [Seamless Digital](#), powered by its dynamic messaging platform, and with integration support from [Mirus Aircraft Seating](#), [Burrana](#) is introducing RISE Engage, a bold new proposition, that reimagines the aircraft seatback as a dynamic, revenue-generating digital surface. Presented at AIX, RISE Engage is designed to spark industry debate and gather real-world feedback from airlines ready to rethink how the cabin creates value.

The most underutilized asset in the cabin

Many airlines are sitting on their most underutilized revenue assets - inflight cabin surfaces. Today's reliance on static decals and printed advertising creates waste, dilutes brand impact, and delivers limited flexibility, engagement or revenue. Campaigns remain fixed for months, quickly becoming invisible to passengers and inefficient for operators.

Burrana's position is clear: this model is no longer fit for purpose.

From Formula 1 to 35,000 feet

Through its collaboration with Seamless Digital, Burrana is introducing high-performance sport-proven e-paper display technology into aviation for the first time. Developed and tested in the extreme conditions of the likes of Formula 1, this technology delivers exceptional durability, reliability, and performance - now adapted for the aircraft cabin environment. Visitors to the Burrana stand at AIX will also see this heritage brought to life through a dynamic Formula 1 helmet on display, showcasing the technology's motorsport origins and proven real-world performance in demanding environments.

Developed together with Mirus Aircraft Seating, the platform is a Seamless Digital advertising-first

display system, integrated into the seatback and powered by Burrana's RISE In-Seat Power Solution. It delivers targeted, instantly updateable content while adding minimal weight or operational burden, without the cost or complexity of traditional IFE systems.

The result is a fundamental shift:

- From static panels to dynamic surfaces
- From generic messaging to contextual engagement
- From missed opportunities to measurable revenue

Turning every seatback into a revenue engine

By transforming each seatback into a high-value digital asset, the platform enables:

- Route-specific and destination-driven campaigns
- Contextual messaging aligned to the passenger journey
- Operational announcements and onboard communication
- Enhanced ancillary revenue opportunities

What was once passive cabin real estate becomes an active, scalable opportunity for engagement and monetization.

Designed for the cabin, not adapted to it

RISE Engage responds directly to a critical industry gap: the need for an ultra-lightweight, ultra-low-power, aviation-ready solution with aggressive design targets set to be 80 percent or more lighter than traditional IFE video systems. Using paper-like, non-emissive displays, the system integrates cleanly into the seatback, enhancing the cabin environment rather than competing with it.

Built to provoke—and evolve

Burrana is using AIX as a platform to test and refine the opportunity with airlines and industry stakeholders.

"Airlines already own the space. The question is how much value they're getting from it," said Andy Fellows, VP Airline Programs and Airline Services, Burrana. "We believe static advertising has reached its limit. By bringing proven high-performance sport-grade technology into aviation through our collaboration with Seamless Digital, we're introducing a completely new model and product sector, and we want the industry to help shape what comes next."

A step toward a more valuable cabin

With a clear path to implementation and rapid return on investment, the platform sets a new benchmark for how cabin interiors can generate value. At AIX, Burrana invites airlines, lessors, and partners to be part of the conversation - and to rethink what the cabin can become. Burrana will exhibit at Booth #4D42, IFEC Zone, Hall B4 Lower at AIX 2026.