

Rosen Aviation introduces AVIA AI personal assistant



Rosen Aviation's Lee Clark with AVIA at AIX 2026

[Rosen Aviation](#), CMS and IFE experts headquartered in Eugene, Oregon, in collaboration with 3D visualization experts [KiPcreating](#), today announced the launch of an industry-first AI powered Personal Assistant Avatar concept demonstrator. Named *Avia*, this full-fidelity, 3D rendered AI personal assistant has been introduced at [AIX](#) 2026 in Hamburg, Germany.

With the rapid growth and integration of Artificial Intelligence and Large Language Models (LLMs) into consumer and professional tech spaces, Rosen sought to showcase what the world's first in-cabin solution can look like. When integrated into Rosen's *Celestia* Cabin Management System, *Avia* will unlock a new, unrivaled level of service, customization and luxury. Rosen states that *Avia* will be much more than simply voice control – *Avia* will make informed decisions based on passenger trends and available cabin data, infer context and spoken tones, all while carrying on organic conversations across a wide array of languages and dialects to exceed every cabin need.

Possible functions of *Avia* include controlling the cabin environment such as lighting and ECS, coordinating ground activities like hotels and rental cars, integrating with other AI solutions such as stock trading or content generation, and coordinating joint meetings or other professional ventures

for continual productivity.

When asked how Avia might transform the aviation landscape, Lee Clark, Senior VP of Strategy, said, “*Avia* represents an exciting culmination of many years of continuous development and innovation at Rosen and with our partners, KiPcreating, taking a very large step towards bridging the gap between science fiction and reality. When passengers first experience even a small sampling of added benefits that *Avia* could ultimately offer, it will be hard for them to imagine ever flying without it.”