Air India wins first Seamless Journey Award for Vista Digital Platform



Air India received the inaugural Seamless Journey Award for its Vista Digital Platform in Singapore

Air India has won the inaugural Seamless Journey Award for its Vista Digital Platform. Presented jointly by the Crystal Cabin Award and the Airline Passenger Experience Association (APEX), the award recognizes innovations that connect the aircraft cabin with the wider passenger journey. The award was presented at APEX FTE EXPO Asia 2026 in Singapore.

Developed in-house by Air India, Vista is designed to connect inflight entertainment with the airline's digital services before, during and after a flight. The platform is intended to work across inflight entertainment systems from different hardware suppliers, linking seatback screens with passengers' personal devices and the Air India app. This could allow passengers to access entertainment, flight information and travel services across different stages of their journey.

Vista is currently at the prototype stage and is being developed and tested within Air India's inflight entertainment ecosystem. One possible application is duty-free shopping: passengers could browse products on their seatback screen, scan a QR code to add items to a shopping cart and complete their purchase during the flight. After landing, they could collect their order at the airport using a code linked to the Air India app.

Alongside Air India, three other finalists were shortlisted for the inaugural Seamless Journey Award: Axinom and Rosen Aviation with their Connected Seatback Platform, FlightPath3D with Cloud Map, and Spafax with StoryWonder. The four finalists presented their innovations to the jury on November

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“Passengers use digital services throughout their journey, but the experience onboard is often still disconnected from what happens on the ground. Air India's Vista project explores how inflight entertainment, personal devices and airline services could work together across different stages of travel. With the Seamless Journey Award, we want to encourage innovations that make these connections possible,” said Michael Vollrath, President of the Crystal Cabin Award.

The Seamless Journey Award
Launched this year as a joint initiative of the Crystal Cabin Award and APEX, the Seamless Journey Award recognizes innovations that connect the aircraft cabin with other stages of the passenger journey. These include airport and ground services, digital travel platforms and post-flight experiences.

The award is a stand-alone competition with its own application and selection process. It complements both the Crystal Cabin Award's eight established categories and the APEX Innovation Awards.

The award was presented on November 19 at the APEX Awards Ceremony at Swissôtel The Stamford in Singapore, as part of APEX FTE EXPO Asia. Bringing together inflight and airport innovation, the event connects developments in cabin interiors, entertainment and connectivity with services and processes on the ground.

Crystal Cabin Award 2027: Eight awards to be presented in Hamburg
The 2027 Crystal Cabin Award will mark the award’s 20th anniversary. Submissions for its eight established categories will be open until November 30. The categories are Accessibility, Breakthrough Start-ups, Cabin Concepts, Cabin Technologies, IFEC & Digital Services, Passenger Comfort, Sustainable Cabin and University.

The eight winners will be announced in Hamburg on April 6, 2027 during the Aircraft Interiors Expo.

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