

APEX TECH 2026 returns to LA with PAX Tech as media partner



Spafax networking reception at APEX TECH 2025 in Los Angeles, USA

[APEX TECH 2026](#) returns to Los Angeles, USA this month from January 27 to 28, with *PAX Tech* as a media partner. Taking place at the Sheraton Gateway Los Angeles Hotel, the event spans two days, building on last year's success to bring back the interactive workshop format and speed networking sessions.

APEX TECH will continue to focus on the critical technologies shaping aviation today and tomorrow, within the core focus areas of:

- Inflight Connectivity (IFC)
- Media Content & Supply Chain
- Data Capture & Intelligence
- Ancillary Revenue & Passenger Experience Use Cases

Confirmed speakers and discussion panels

The event will open on January 27 with a keynote address on “Integrating Intelligence - Data-Driven Blueprint for IFE & Connectivity” delivered by Andrés Castañeda Ochoa, Chief Digital and Customer Experience Officer, [Aeroméxico](#).

A session entitled “From Strategy to Seatback: How Airlines Are Shaping the Next Era of Connected Entertainment” will follow, in which airline leaders share how connectivity and content fit into their

broader passenger experience, brand and revenue strategies. Dr. Joe Leader, CEO, APEX, will moderate the discussion with panelists Anjali Birla, Vice President – CX Strategy & Intelligence, [Air India](#) and Mark Cheyney, IFEC Strategy, Ops and Performance Manager, [IAG](#).

Mid-morning, event attendees will have a chance to connect with peers and colleagues at a speed networking and coffee break, sponsored by [West Entertainment](#).

An afternoon panel will examine the rapid advances in Low Earth Orbit satellite connectivity, spotlighting real-world airline deployments that redefine inflight internet performance. Panelists include Don Buchman, SVP & GM, Global Commercial Aviation, [Viasat](#); Reza Rasoulia, SVP and GM of the Aviation Business Unit, [Hughes Network Systems](#); and Philippe Schleret, Vice President, Aviation, [Telesat](#).

The conversation on inflight connectivity will continue in the first workshop of the afternoon, “In-Flight Connectivity Disruption - From GEO to LEO and the Hybrid Horizon Group.” This discussion will be facilitated by [PAX Tech](#) Business Editor, Robynne Trueman.

Following a coffee break sponsored by APEX TECH 2026 headline partner, Panasonic, Paxex.Aero’s Seth Miller will moderate the session “Inflight Touchpoints in the Digital Ecosystem: Advancing Integration and Intelligence.” Panelists will include Ben Asmar, Vice President, Products and Strategy, [Safran](#); Kevin Clark, CEO, [Bluebox Aviation Systems](#); Jon Norris, Director of Marketing Operations, [Thales](#); and Laura Roesges, CEO, [AirFi.aero](#).

This panel will be followed by the Safran sponsored session “Edge Caching and Streaming - Focus on Supply Chain Technology, Standards, Market Dynamics, and Technical Implications of Different Business Models.” Facilitated by Miller, this discussion will feature Fergus Boyce, Senior Vice President Media Supply Chain, [Spafax](#); Glenn Gonzales, Head of Business Development and Partnerships, [Siden](#); Clare Josey, Senior Director, Passenger Services, Safran; Claudio Pallais, Lead Technical Account Manager, Aviation, [Quvia](#); and Ralph Wagner, CEO, [Axiom](#).

Day one will conclude with a networking reception at 6:00 p.m., sponsored by Spafax, which all APEX members and APEX TECH attendees are invited to attend. The networking event will include drinks and light appetizers, hosted at the Sheraton Gateway.

Workshops, continuing conversations and focus groups

On the second and final day of APEX TECH 2026, Jon Norris, Director of APEX STREAM & APEX FlightTrack, will deliver an APEX FlightTrack Project Update. This will be the first tail number specific, globally auditable reporting structure for licensed inflight content usage, enabling accurate 2025 retro billing and verifiable reporting for 2026 onwards.

Then, attendees can join the session, “From Studio to Screen: Managing Rights within the Future Content Mix” for a conversation on the rise of passenger-centric content delivery, supported by modern streaming capabilities and how it is reshaping priorities across the media and entertainment landscape. Sam Allen, CEO, [Stellar Entertainment](#); Sonali Amarasingham, VP of Business Development, [Inflight Dublin](#); Simon Cuthbert VP, Licensing Programming & Distribution, [Anuvu](#); Kate Groth, President, West Entertainment; and Carlos Martinez, Head of Sales, [Conetic Group](#), will be part of this discussion.

Following lunch, sponsored by Panasonic, “Engineering the Next Generation of Connected Travel – Performance, Data Integration, and Intelligent IFEC Systems,” will provide an indepth look into the engineering behind the next evolution of inflight connectivity and entertainment systems. Panelists will include Walter Berggren, Head of IFEC Engineering, [Reaktor Aero](#); Cyril Jean, CEO, [PXCom](#); and

Mark Wright, Global SVP of Business Development, Spafax.

Then, APEX CEO, Dr. Joe Leader, will sit down with Esdra Lamy, SVP Content Sales, IFE, Syndication, [Warner Bros. Discovery](#) and Sheryl Prabha Shibu, Program Manager - Cabin Entertainment & Connectivity, [Westjet](#), for a discussion on “Evolving the Non-Theatrical Ecosystem: Rights, Content, and Collaboration.” The session is set to explore how inflight streaming fits into a rapidly changing ecosystem of commercial models, media partnerships, and emerging content formats.

PAX Tech as your trusted source for news and event coverage

PAX Tech is proud to be a media partner for this event, providing live updates from Los Angeles and delivering exclusive post-show interview coverage. Follow *PAX Tech Magazines* on [LinkedIn](#) and [Instagram](#) to stay up to date.