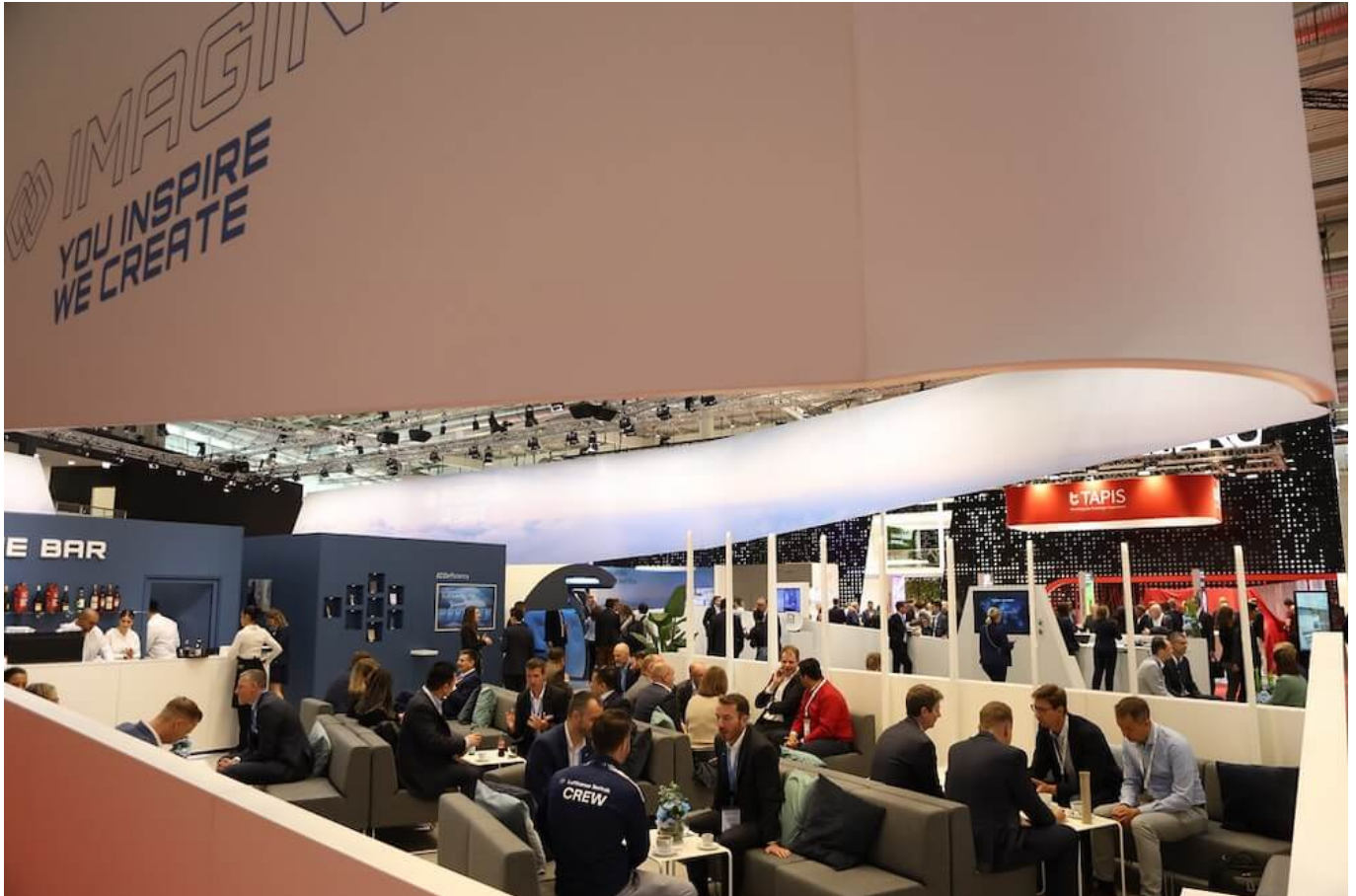


# The next wave of IFEC: Meeting leisure travel and tech demands at AIX 2025

This article is written and submitted by AIX event organizers as part of a media partnership. For a list of all exhibitors, please [visit this link](#).



On the expo floor at AIX 2024

More than 60 exhibitors will showcase their latest solutions and products in this year's IFEC Zone at Aircraft Interiors Expo ([AIX](#)). The IFEC Zone is the premier place for leading companies worldwide to present the latest innovations in inflight connectivity and entertainment, machine learning (ML), artificial intelligence (AI), cybersecurity, e-commerce, lighting and LED technology and much more.

Industry leaders such as Panasonic Avionics, Rosen Aviation, Thales, Viasat and Telekom Deutschland GmbH, representing the European Aviation Network and Deutsche Telekom, will be headlining the zone this year. Additionally, experts including AirFi, Spafax, Stellar Entertainment, ThinKom, Telesat and True Blue Power will feature among the exhibitors.

Panasonic Avionics will demonstrate its commitment to transforming passenger engagement beyond traditional entertainment. The latest enhancements to its dynamic Arc™ map will be showcased, emphasizing its interactive capabilities and potential for passenger engagement. The company will also explore how IFEC can serve as a powerful promotional channel through its Modular Interactive platform, maximizing value for both airlines and passengers. Additionally, Panasonic Avionics will highlight its multi-orbit connectivity offering, demonstrating how it is positioned to meet the evolving demands of the connected traveller.

Leader in IFEC and aircraft cabin experiences, Rosen Aviation will introduce brand-new technologies, in commercial, corporate and VVIP aircraft. With more than 40 years' expertise in cabin electronics and inflight entertainment, the expert in 4K OLED technology will unveil a 1-by-3 Digital Skylight configuration with three 65-inch curved OLEDs, demonstrating its versatility with partners Otonomy and KiPcreating. Additionally, it will debut the SmartMap Box, bringing smart TV capabilities and app hosting.

Thales will present FlytEDGE, the first and only cloud-native IFEC platform powered by the Onboard Data Center, which won IFEC and Digital Services award at last year's Crystal Cabin Award. The showcase will feature innovations designed to enhance passenger engagement, improve airline operations, and unlock new opportunities. Additionally, Thales will demonstrate its 4K HDR QLED screens, spatial audio and award-winning accessibility suite, highlighting its commitment to delivering extraordinary inflight experiences.

IFEC, shopping and connectivity expert, AirFi, will demonstrate its LEO connectivity solution, which has been selected by multiple airlines as online payment validation emerges as one of the most attractive features for airlines that prioritize onboard retail as a key revenue source. Powered by the Iridium NEXT low-earth orbit constellation with complete global coverage, LEO utilizes a window-mounted antenna and has a total system weight of approximately 10kg per aircraft.

Job Heimerikx, CEO of AirFi, said: "For airlines focused on business fundamentals, the LEO solution offers a compelling choice. For many carriers, fleet connectivity is about operational efficiency and performance. This solution provides that in an affordable package and is worth experiencing in Hamburg."

Spafax will showcase its Connected Content Stream, powered by Spafax Profile, a digital content marketing platform that seamlessly integrates with airline systems and personalizes the IFEC experience. The company, which has clients including Air Canada, British Airways, Emirates, The Lufthansa Group, Qatar Airways, and more, was also shortlisted for the solution at last year's Crystal Cabin Award in the Best Customer Journey Experience category. Key features include IFEC microsites for pre-flight content exploration, the Live Sports Ticker, a low-bandwidth solution offering real-time sports results inflight through a whitelisted URL, and Lounge Streaming, which utilizes geo-fencing and IP whitelisting to provide passengers access to exclusive content while waiting to board.

Meanwhile, FlightPath3D will debut its Accessibility Map, recently introduced across Delta's fleet in late 2024. Designed to enhance accessibility for partially sighted travellers, the high-contrast display also caters to those with cognitive and motor impairments. The interface features high-contrast visuals, larger display elements, and flexible navigation controls, ensuring an inclusive and informative map experience. Built to Web Content Accessibility Guidelines (WCAG) standards, the solution ensures regulatory compliance while maintaining an engaging user experience.

ThinKom will unveil its ThinAir® Plus product line, featuring the flight-proven Ka2517, which delivers multi-orbit, multi-constellation support. This is paired with a LEO-only electronically steered antenna (ESA) integrated within a single, standards-compliant package. By utilizing multiple concurrent connections, airlines can optimize both performance and cost when delivering connectivity to aircraft.

Archana Dharni, Event Director of AIX, said: "The IFEC Zone is the industry's go-to destination for all things inflight technology, where airlines, suppliers, and innovators come together to explore the latest advancements in connectivity, entertainment, and digital services. As the shift toward leisure travel accelerates, passengers' expectations for seamless, high-quality experiences are higher than ever, driving airlines to prioritize reliability and truly cutting-edge technology."

“With a standout line-up of exhibitors showcasing everything from high-definition screens to large-format integrated displays and more, the IFEC Zone will highlight how innovations in next-gen IFEC systems and ultra-fast connectivity are reshaping inflight entertainment. It will also address the challenge of keeping up with rapid technological advancements, ensuring operational reliability, and delivering a consistent experience across fleet types.”

Speaking on the company’s plans in this year’s IFEC Zone, Kent Craver, Head of Marketing, Communications, and Events at Panasonic Avionics, said: “At AIX this year, Panasonic Avionics is demonstrating its commitment to transforming engagement beyond traditional entertainment. We'll showcase the latest enhancements to our dynamic Arc™ map, highlighting its interactive capabilities and potential for passenger engagement. We'll also explore how inflight entertainment can be leveraged as a powerful promotional channel through our Modular Interactive platform, maximizing value for both airlines and passengers. Finally, we’ll be showcasing our multi-orbit connectivity offering in this evolving landscape and how we are positioned to meet the demands of the connected traveller. Look out for our exciting announcements during the show!”

Aircraft Interiors Expo (AIX) will take place in Halls B1-B7 at the Hamburg Messe, Germany, from April 8 to 10, 2025. For more information about the IFEC Zone, visit [here](#).