



Booth 6D51

PXCom unveiling new partnerships at the 2014 Aircraft Interiors Expo Strategic applications innovate interactive InFlight Entertainment

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Paris, France – French start-up PXCom, supported by UBIFRANCE, will be at the Aircraft Interiors Expo in Hamburg, as it showcases its latest interactive innovations in InFlight Entertainment. Also during the trade show, PXCom will unveil new partnerships with well-known travel guide resources, as well as strategic partnerships for airlines FFP & Loyalty Programs. Finally, PXCom is pleased to announce that Patrick Baudry, specialist in inhabited space flights and former test pilot, has joined its team and will be present during the trade show to discuss InFlight Entertainment and its future evolutions.

Already an active market, Inflight Entertainment is now beginning to give a glimpse of the value of certain fresh applications. With the advent of new economic models, businesses are exploring new frontiers in Passenger Experience. Thanks to technological advances, advertising marketing directors are finally able to approach these new horizons.

“PXCom is positioning its solutions in this new dynamic,” says Cyril Jean, PXCom CEO, “We are focusing especially on the InFlight publicity sector because we have successfully developed a method for passengers to interact with advertising brands during their flights. Our solutions access publicity multimedia applications without the need for an onboard Internet connection. For example, airlines will be able to assist passengers seeking to make plans at their destination before they arrive. Imagine yourself on board a long-haul flight to New York. In the section “Destination Information” on your IFE, you can find activities and local tour partners to help you make your trip something special. In this model, the protagonist wins out: airlines benefit from new advertising revenue and advertisers benefit from a captive and interested audience. As for passengers, they find all the information they need for their trip, without spending a single cent!”

Concerning their new partnerships, Cyril Jean explains, *“For our principal service which provides destination information, we will be unveiling our partnerships with major travel guides and travel entertainment for destinations. During the trade show, we will also be pleased to reveal strategic partnerships offering airlines new opportunities for their loyalty programs (FFP & Loyalty)”*.

Presenting at the **FRANCE Booth (6D51)**, PXCom will also be joined by its newest team member Patrick Baudry. Former spaceman and test pilot for Aerospatiale and Airbus Industrie,



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Patrick has integrated the start-up's advisory board. "PXCom is a French company that adds significant value," indicated Patrick Baudry, "and I wished to accompany them by being present at their side during the Hamburg trade show, which makes up one of the largest gatherings in the world for the Aeronautic Passenger Experience sector."

The Onboard Entertainment System moves beyond entertainment, becoming a medium to reach passengers

PXCom helps companies in the public transport sector, IFE (InFlight Entertainment) manufacturers, by transforming their existing passenger entertainment systems into interactive media. As a result, PXcom creates a privileged direct connection with solid added value between passengers and brands proposing "brand entertainment".

Website: www.pxcom.aero

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