Interview with RALPH WAGNER, CEO AXINOM AEROSPACE

1. Describe the products/services your company provides and why they are necessary.

First of all in today's world it is necessary to separate hardware from software to be able to get the best out of both worlds. Axinom concentrates 100% on software. Our goal is to provide the best software in the industry – and to utilize standard hardware and software strategies. Therefore, we first of all developed a holistic view of how software can contribute to the requirements airlines have today. As a result we have three areas where we consider the need for the products: The digital rights management and players to be able to play Hollywood content on personal devices, a content management system that allows you to manage all kind of content like movies, images, fleets, products, pricings, and a content delivery service considering two main areas: On the one hand to be able to bring all kind of digital content over different pipes (4G, Satellite, USB, SD, WiFi, …) to and from the vessel, and on the other hand to manage this in a protected and secured way.

On top of this we compose and develop with our products solutions for our customers on-ground and on-board to enable services from the content acquisition on ground to the content consumption by the passenger on board on his personal device.

2. How many total data formats in the IFEC business that you deal with? Can you list them?

We are dealing with Media data (e.g. Videos, Music, Magazines, Advertisements, Shop items, Images and Live Streams), Text data (News, Stocks, Destination info), Passenger data (e.g. Personal information, Status, Preferences, Purchase orders and Payments), as well as Analytics Data (e.g. on-board health reports, content usage data…). There is no limitation on types of content that can be securely transferred between on-ground and on-board.

3. What can the industry do to make the "data" job easier, cheaper, and/or better?

The primary expectation of passengers has always been viewing high quality movies during their flight. There have also been a lot of other applications and services such as games, music, chat, shopping, and infotainment, which have caught the interest of passengers.

The adoption of technology in IFE systems comes partially from consumer electronics as passengers are also encouraged to bring their own device and use them as "first screen" IFE or as remotes ("second screen") for traditional wired IFE systems. By creating applications that are tailor made for the airlines the passengers stay connected to the airline even outside their flying hours. The passengers in 21st century are now looking beyond the basic services into solutions that can enhance the user experience before, during, and after the flight.

4. I understand you have around 100 employees - what job categories are involved?

More than 100 employees in subsidiaries in Europe and North America have a proven track record of delivering solutions for aerospace and media customers.

We have a Technology, Product and Skill driven organizational set-up.

Our operational structure dealing with the customer projects basically are positions in Development, Quality Assurance and Test, Administration, Project Management and UI and UX Design.

Other job categories besides Management are in Business Development, Marketing and Business Administration (including e.g. Office Management, HR, Controlling, Corporate Strategy)

5. What is the biggest or most common misunderstanding about the products you deal with?

The first thing we needed to educate the people was the fact that we do not deal with certifications and hardware. As our core competence is also media we are always connected to DRM and streaming. We need to show and explain that our software is not limited to that – our management software and especially the content distribution service cis build to be used in all cases where you need to management digital content and you need to distribute this content to a vessel – and this can be crew information, passenger content, sensor data, software configuration information and last but not least internet of things data that will be collected on board in the future …

6. Do you or your team ever get into hardware design?

Axinom does not provide Hardware design. We also do not resell hardware. We provide Software running on proven-standards based commercial off the shelf hardware certified for the aviation industry.

7. Got any message for our readers (not just a sales pitch!)?

To be able to utilize the full power of the software industry you need to provide the software industry a standard infrastructure to give them the freedom to drive innovation and to develop an exciting passenger experience.