

Pax International - March 2017

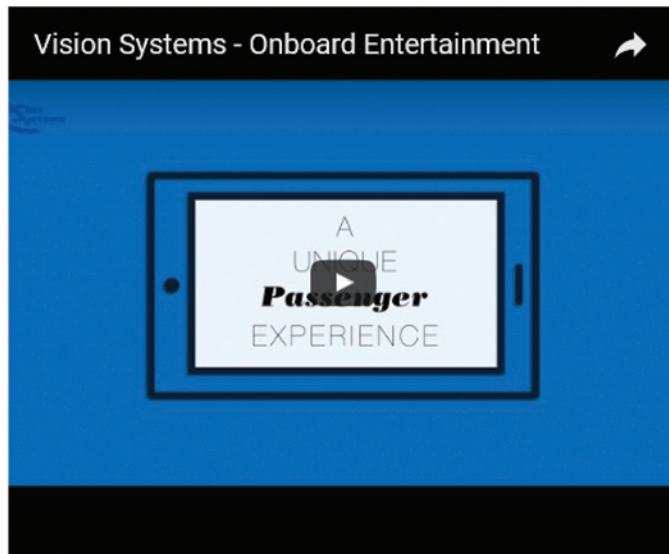


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Partners bring with Wi-Fi AVOD solution to Hamburg

🕒 March 21 2017 04:41 PM | By [Rick Lundstrom](#)

Tags: [Vision Systems](#), [PXCom](#)



[Vision Systems](#) and [PXCom](#) are offering airlines a new solution called Visi-Stream touting flexibility in GUI management and rich and varied Wi-Fi AVOD content.

Advertising on Visi-Stream can be global and local, and priority data flows for safety videos put the tablets on hold. Options include broadcast or connectivity as well as remote diagnosis, software and content updates via a ground platform.

The IFE manufacturer has integrated XPlore by PXCom, for an end-to-end solution that enables digital content management on the ground, and automatic roll out on the onboard servers.

"Updating the GUI, from simple design changes to additional sections was a pain point for the airlines," noted Cyril JEAN CEO of PXCom in today's release. "Thanks to digital, airlines can now choose to change both the UX and the content management, in a few clicks.

"For example, let's imagine that during the Chinese New Year celebrations our airlines expect a change in the background and additional editorial content, it's now a matter of minutes."

Vision Systems' customers can now benefit from a full and automated aggregation of their digital content: corporate presentation, editorial productions, destination deals and services, digital inflight advertising and sponsored microsites.

Vision Systems technical teams had developed their own content management system. The company integrated a single back-office, usual content management, with the new abilities provided by XPlore by PXCom.

"Vision Systems is committed to a permanent innovation approach, constantly looking for ways to provide cutting-edge solutions. The successful integration of XPlore allows us to offer IFE systems with further flexibility in terms of design and content," stated Catherine Robin, Group Managing Director.

This new feature will be showcased in exclusivity on Vision Systems' booth 2D28.