VISION SYSTEMS TO SHOWCASE CROUNG BREAKING IFE FEATURE AT HAMBURG AIX

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Vision Systems and PXCom have partnered to offer airlines an unmatched level of flexibility in their GUI management.

At Hamburg AIX 2017, Vision Systems will unveil a new release of its IFE solution called Visi-Stream, that ensures a high passenger satisfaction and ancillary revenues. It comprises Wi-Fi AVOD with a rich and varied content including movies, music, games, daily press, extensive tourist information and ticketing. Advertising 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 decided to integrate *XPlore by PXCom*, the end-to-end solution that enables digital content management on the ground, and automatic roll-out on the onboard servers.

Harnessing the GUI management thanks to digital power

"*Updating the GUI, from simple design changes to additional sections was a pain point for the airlines*

", noted Cyril JEAN CEO of PXCom. "*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*". Beyond such flexibility, Vision Systems' customers can now benefit from a full and automated aggregation of their digital content: corporate presentation, editorial productions, destination deals & services, digital inflight advertising, sponsored microsites…

Seamless integration

Vision Systems technical teams had developed their own Content Management System. The challenge was to integrate in a single back-office, usual content management (films, music, games, digital press…), 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.