

BOOTH 2031

## Viasat and InflightFlix to Stream Video Destination Guides



Ancillary in-flight revenues are increasingly important to airlines, with destination video guide content expected to generate more than \$800 million by 2026, according to Valour Consultancy.

To help airlines target this opportunity, Viasat and InflightFlix have partnered to stream specially created content directly to passengers' personal devices. Airlines will receive a fixed monthly payment for each aircraft displaying the content, with no additional cost to the airline.

Driven by Viasat's wireless in-flight entertainment platform, video guides for

each destination in the airline's network will be produced by InflightFlix and automatically selected according to flight destination.

"At InflightFlix, we put the passenger at the center of everything we do and are passionate about connecting passengers with visitor experiences throughout their journey," said Martin O Regan, the company's chief executive officer.

Don Buchman, vice-president and general manager, Commercial Aviation at Viasat, added, "In partnering with InflightFlix, we can further grow Viasat's portfolio of ancillary revenue products aimed at helping airlines monetize the passenger journey." ■

BOOTH 1343

## Panasonic and Toca Boca to Create Enriching In-Flight Map for Kids

Panasonic Avionics announced today that it is in the early stages of developing a child-friendly in-flight map product, in partnership with digital toy studio Toca Boca.

The companies are already working together to offer games in flight, and feedback has been positive. "We've seen engagement go up," said Tarush Agarwal, senior director and head of Partnerships at Toca Boca, whose games have been downloaded more than 250 million times. "Since our games are touchscreen, we had to consider that kids would be pushing on seatbacks, but we haven't had any complaints."

"These are positive games. They're not like junk food, they're very enriching," said Andrew Mohr, head of Innovation at

Panasonic Avionics. "They teach young people about travel, navigation and exploring. We can build great technology, but to really get in the head of a kid, we wanted to work with experts."

The children's map will be offered as an option with Panasonic's personalized 3-D in-flight map platform, Arc, which currently has five confirmed customers. Arc allows passengers to log in with their personal electronic devices and customize their settings.

"We're evaluating how we can leverage this great product that Panasonic created and bring a kids' perspective that is consistent with our company's values," said Carlos Rocha, senior business development manager at Toca Boca.



In other news from Panasonic, Vistara revealed today that it will be the launch customer for Arc, which will be installed on the Indian airline's fleet of Boeing 787-9s and Airbus A321neos next year. ■