



Martillac (FRANCE) August 29th, 2019

Always more innovations for PXCom at APEX Expo 2019

Inflight Portals for w-IFE & IFC

In less than 6 years, PXCom's flagship end-to-end solution, *XPLore by PXCom*, widely enables airlines and their partners to manage any kind of content material regardless of the hardware platform. Additionally, *XPLore by PXCom* delivers natively-integrated editorial content, sponsored content, engaging passengers throughout the entire journey (pre-, in- and post-flight) in a consistent way via various channels (mobile, web, and of course IFE/C).

At APEX Expo, visitors will discover full portal management solutions, that can be installed on any w-IFE/IFC hardware. Thanks to such cutting-edge technology, the airlines can now benefit from a comprehensive Inflight Services platform, serving both the passengers and the airline crew, up-in-the-air as well as on-the-ground.

Such services are dedicated to reducing IFE/C-involved costs, generating direct and indirect ancillary revenues, whilst elevating the passengers experience.

Always more apps

iAuction: The new money maker

More and more airlines offer their passengers the ability to bid for an upgrade before their flight. Based upon that trend, in partnership with Global One Media (<http://globalonemedia.com/>), PXCom has created *iAuction* dedicated to the inflight stage of the journey.

Thanks to *iAuction*, cabin crew can select empty premium seats, or remaining business meals and trigger auctions through the IFE platform.

“As usual, thanks to our solutions, the airlines have the ability to define the content promoting the upgrade opportunities before the flights”, mentions Cyril JEAN, PXCom’ CEO and co-founder, “Then according to agreed rules, the auction can take place during any flight. The checkout relies on the existing onboard payment system, either directly on the IFE or on Cabin Crew Point of Sales. According to the big success of pre-flight auctions, iAuction is set to be the new money maker for airlines when it comes to ancillary revenues.”



PXVision: the comprehensive 360° AR player

Launched at Paris Air Show 2018, for 360° live external feed, PXCom has created a new use case of his player. It now features standalone 360° Augmented Reality experience, that enables airlines to onboard their AR-promotion of premium classes or lounges. It is also a new media that can be used by advertisers to boost their onboard brand experience.

Meet PXCom at APEX EXPO on #1514

More about PXCom on www.pxcom.aero

Click [here](#) to download our HD logo and images (royalty-free) for this release

Beyond entertainment, providing a full range of Inflight Digital Services

Expert in all IFE systems on the market, PXCom brings customized answers to airline needs, expectations and budget for their inflight services project.

PXCom is committed to supporting its customers in all stages of their IFE/C project. Thanks to our internal savvy combined with all the best-in-class partners in the world, they benefit from one-stop-shop service offering, where we will take care of the most crucial elements of IFE/C from definition to daily management.

Through PXCom's onboard digital solutions, compliant with all existing hardware platforms, airlines optimize their cost, generate ancillary revenues whilst elevating their passengers experience.

Website: www.pxcom.aero

About Global ONE Media:

Global ONE Media, the only Content Service Provider with engineering expertise, will supply unlimited Audio and Video Content.

Established in 2014, GOM is a unique bespoke engineered Content Service Provider. Our team worked within Airlines, OEM Engineers, Integration and Content Acquisitions specialist making them experts in providing the best Content packages.



We provide a unique unmatched combination of expertise within our organization to provide the best fitted turnkey solution that will elevate your passenger experience.

Visit us at APEX Los Angeles, booth #1812.

www.globalonemedia.aero