

AERQ

NOW
FLYING



AERENA

by AERQ

Introducing the platform for digital
engagement, empowerment and intelligence



BECOME A PLAYMAKER



ENGAGEMENT MEANS REVENUE

Create a new economy in the sky with enhanced engagement for more memorable experiences on board.

EMPOWERMENT MEANS SAVINGS

Save time and money while providing your passenger with an even more personalised digital experience while gaining optimised operational efficiency.

INTELLIGENCE MEANS GROWTH

Get to know your passenger to ensure accurate data-driven decision making – turn your business more intelligent.



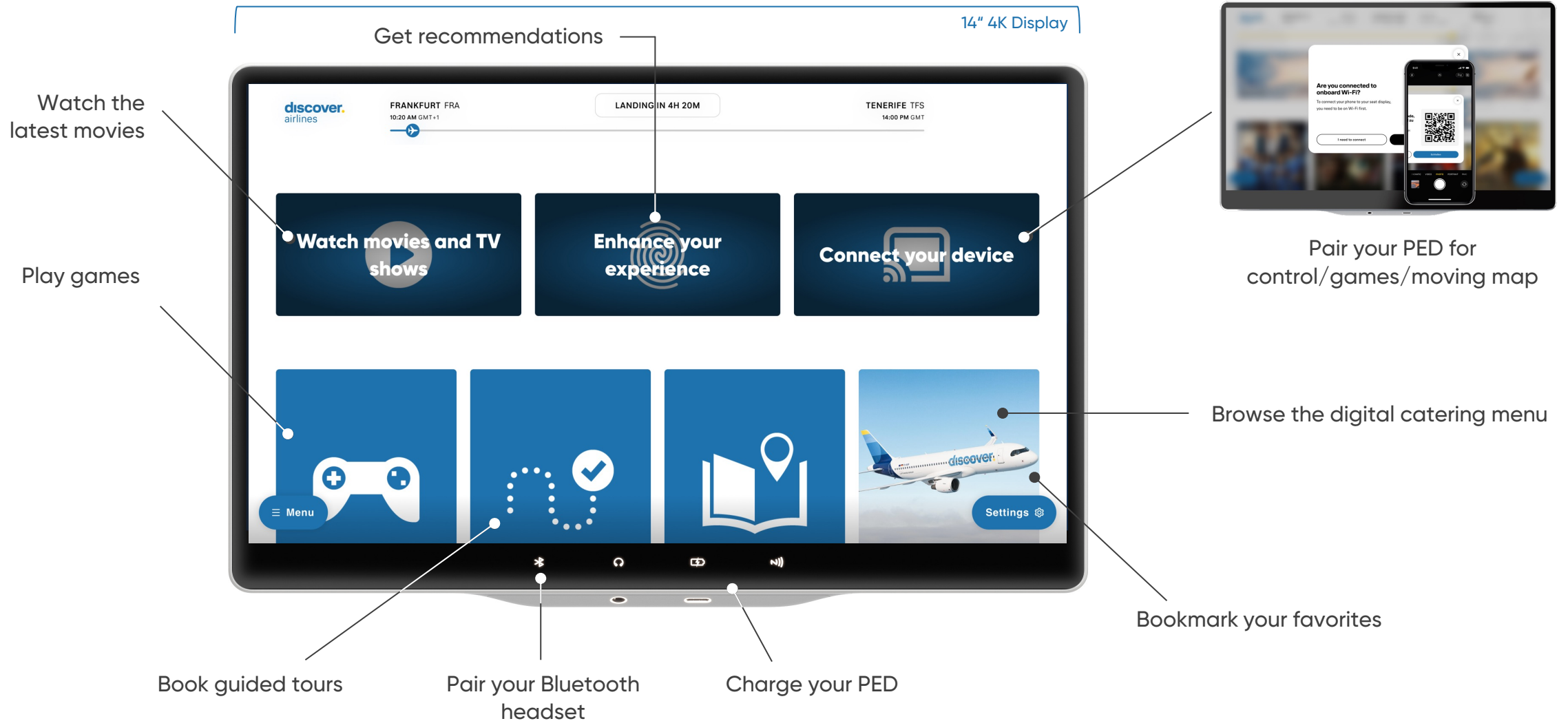
NOW FLYING: AERENA INSEAT SYSTEM

Discover Airlines has installed the fully-fledged **AERENA Inseat System by AERQ** – a provider for digital cabin solutions – in its **A320 aircraft D-AIUG** for medium-haul flights.

Discover Airlines profits from AERENA's agility that allows **rapid updates** of all content, **UI changes** and **smart data capturing**.

Passengers can benefit from **personalised offers** and information digitally which enables them to make even **more effective** use of their travel time.

PERSONALISED NEXT LEVEL PASSENGER EXPERIENCE



All it takes
is days



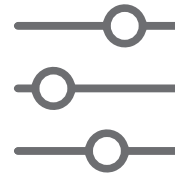
All it takes is AERENA

EXPERIENCE STUDIO



Update your media

cloud-based media
content update within
days



Customise your UI

flexible UI configuration
on a day-to-day basis



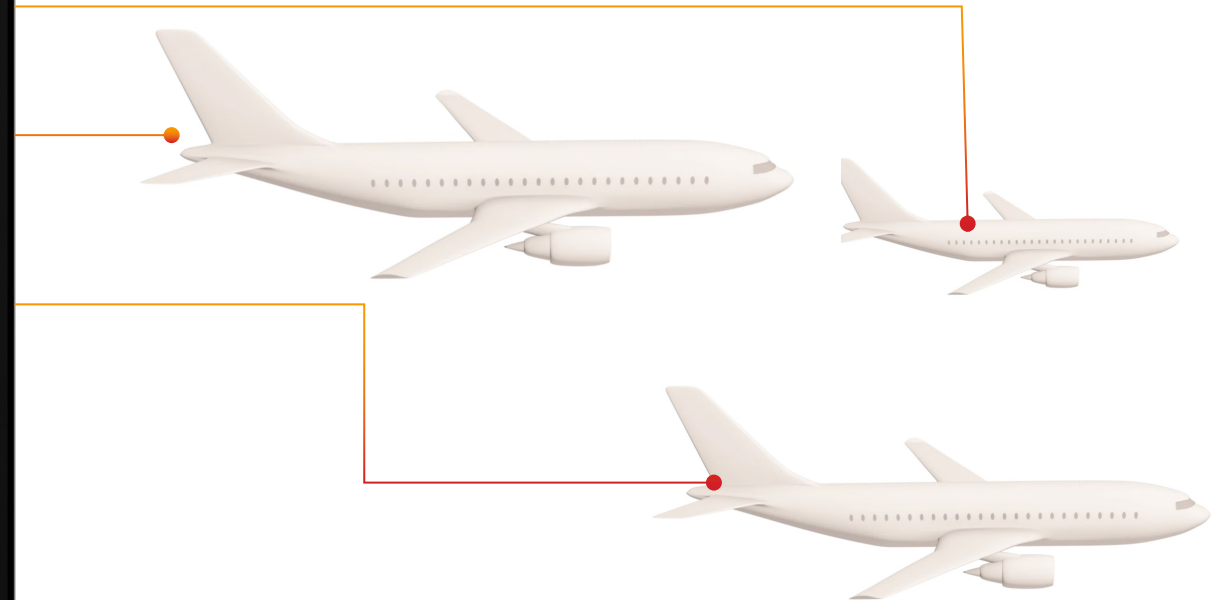
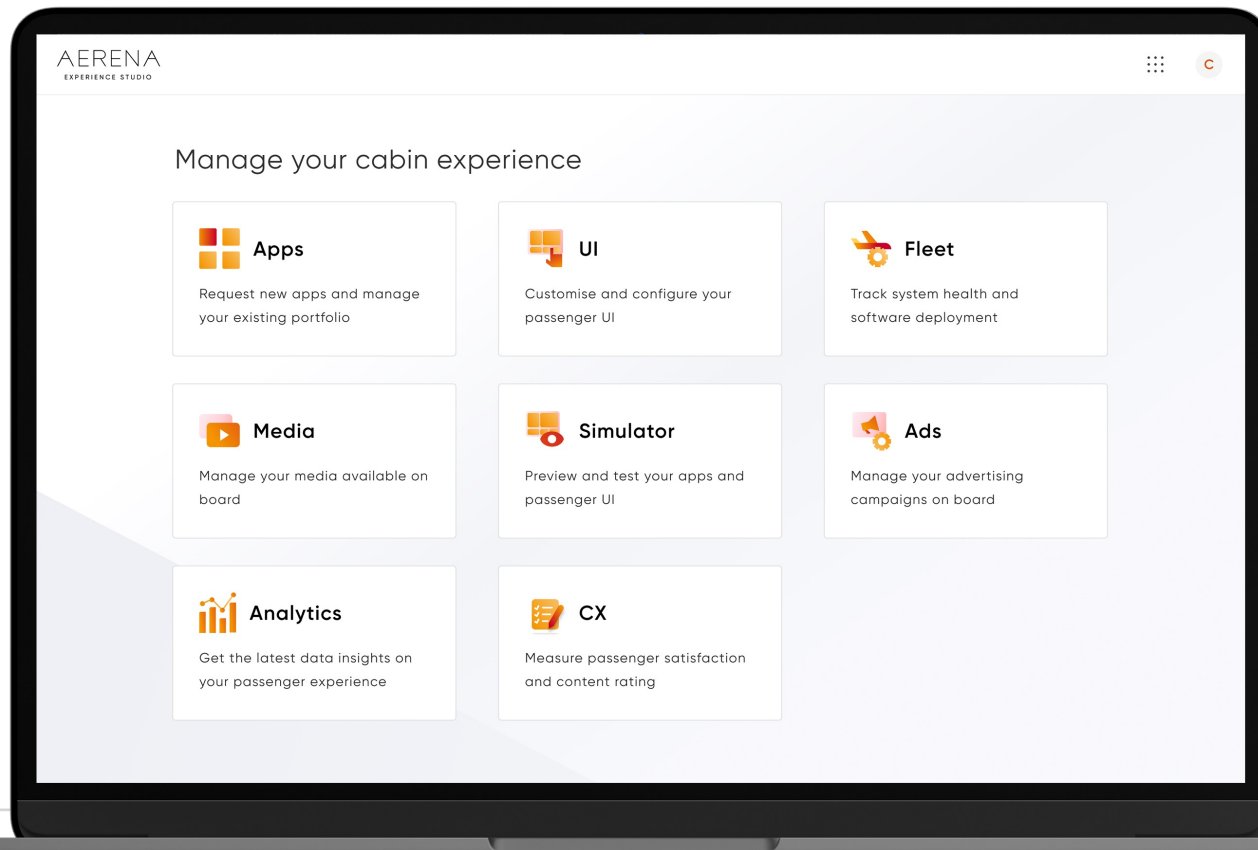
Manage your apps

app development, testing and
deployment through end-to-end
digital workflows

AERENA

EXPERIENCE STUDIO

AERENA Experience Studio is the ground infrastructure of the AERENA platform. With one login only, it is a place for unlimited creativity. Airlines have the freedom and flexibility to manage and update their passengers' experience whenever it is needed and from wherever you are.



Update **your media**

Legacy system



Fixed title-by-title licensing model

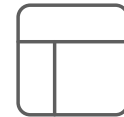


Manual processes and file handovers



Limited usage data

AERENA Experience Studio



Slot-based content management



Cloud-based content processing and integration



Daily media content recommendations based on **detailed data analytics**

Customise **your** UI

Legacy system



Fixed UI layout which requires lengthy recertification processes



All passengers left with the **same generic experience**



No possibility to easily customise the onboard brand experience

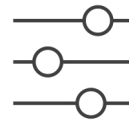
AERENA Experience Studio



Full flexibility to manage UI content on a day-to-day basis



Passenger personalisation powered by recommendation engine



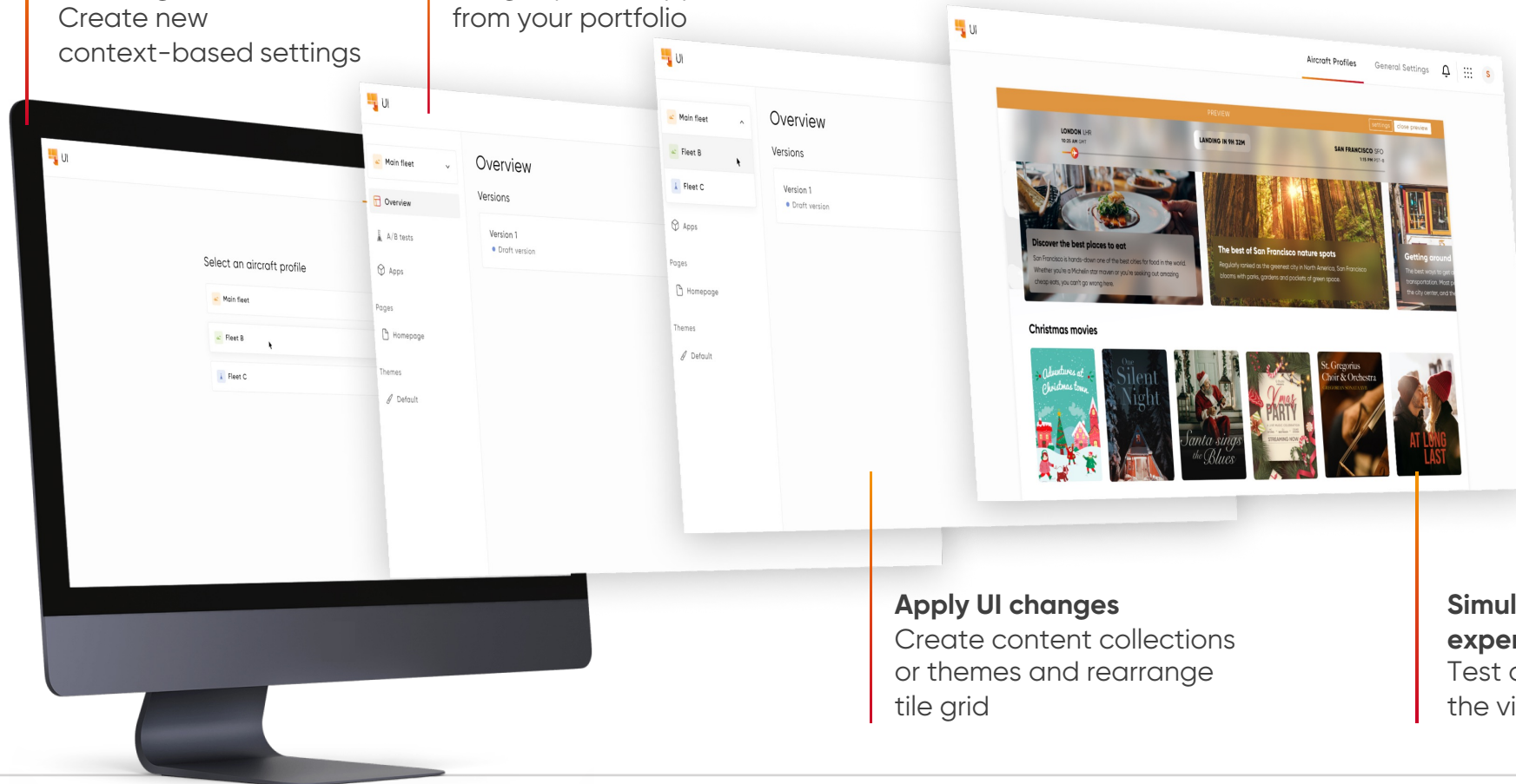
Easy UI customisation enabling a just-in-time brand experience

Customise your UI

AERENA
EXPERIENCE STUDIO

Create passenger UI configuration
Create new context-based settings

Select apps
Assign specific apps from your portfolio



Apply UI changes
Create content collections or themes and rearrange tile grid

Simulate passenger experience
Test out new experience in the virtual environment

Manage **your apps**

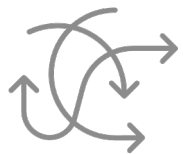
Legacy system



High entry barrier for developers and 3rd parties

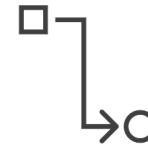


Outdated software architecture, lengthy and costly processes



Complex integration procedures

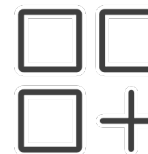
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End-to-end experience from development to deployment



Virtual simulation allows fast and easy testing, reducing physical testing



Modular software architecture enables easy integration of commercial apps

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MEET US AT BOOTH 4C20

Aircraft Interiors | EXPO[®]

28 - 30 MAY 2024
HAMBURG, GERMANY

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