

For Immediate Release

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APEX TECHNOLOGY COMMITTEE TO FOCUS ON HOW CONTENT AND HARDWARE ARE EVOLVING TO IMPROVE THE PASSENGER INFLIGHT EXPERIENCE

The Airline Passenger Experience Association hosts Technology Committee (TC) meeting in Los Angeles, California, USA on 2-3 November 2010

(New York, NY) - Experts in inflight entertainment technologies will explore how content and hardware affects the passenger experience at the APEX Technology Committee Meeting on 2-3 November 2010. The meeting is being held at the Sheraton Gateway Los Angeles Hotel in Los Angeles, California, USA.

The Technology Committee (TC) will explore digital content issues on Day 1, including MPEG 4 Part 10, high definition (HD) inflight entertainment technology, digital advertising standards and watermarking standardization efforts.

Day 2 will focus on hardware, including seats and IFE, display technologies, iPads and streaming to PEDs.

“Our Technology Committee has once again put together a meeting that addresses new technologies and introduces the most up-to-date content for the airline industry,” said Patrick Brannelly, APEX president. “The future of inflight entertainment looks bright.”

As of 11 October, speakers from the following companies are confirmed: Airborne Interactive, Airbus, Alaska Airlines, American Airlines, Crest Digital, Imagik International Corporation, Inmarsat Ltd., Inflight Productions, Ltd, UK, Lightstream Communications, Lumexis, Microsoft, Smartjog, Tannis Electronics and SID, THX and Virgin America.

The Airline Passenger Experience Association (APEX) is a non-profit association representing the world’s leading airlines and vendors in this field. APEX sponsors a number of these free to attend Technology meetings each year to evaluate new technologies and create industry-wide quality and compatibility standards. Technical aspects of onboard equipment systems, connectivity and other industry developments are also explored.

The TC meeting is being sponsored by Airbus, Lumexis Corporation and Crest Digital, and is open to members and invited non-member guests free of charge. Registration is required.

Earlier this year, APEX launched the Passenger Choice Awards™, a newly created program voted on by the traveling public, and designed to recognize the airlines for their service, products and innovations. In addition, APEX also hands out the Avion Awards for Best Single Achievement in IFE and Best Achievement in Technology annually. For a list of the 2010 winners, please visit www.apex.aero.

WHAT: APEX Technology Committee Meeting

WHEN: Tuesday-Wednesday, 2-3 November 2010

WHERE: Sheraton Gateway Los Angeles Hotel
Los Angeles, California, USA

How: Register online by 27 October

http://meetings.apex.aero/edu_events/tech_committee/registration_tech_11_2.asp

ABOUT APEX:

APEX members make great flights happen. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, APEX is committed to providing the best possible inflight entertainment and communications experience for passengers around the world.