

From: APEX  
Contact: Geralyn Lederman - 212.297.2118 [glederman@kellencompany.com](mailto:glederman@kellencompany.com)

---

**For Immediate Release:**

**INFLIGHT ENTERTAINMENT EXPERTS WILL DISCUSS THE FUTURE OF WIRELESS DEVICES ON AIRPLANES AT INTERNATIONAL CES**

*APEX members to share knowledge on use of wireless devices on airplanes and other topics*

(New York, NY) – The Airline Passenger Experience Association (APEX) is hosting an educational session on the present and future of inflight entertainment and communications at the 2011 International CES in Las Vegas, Nevada. During the session, industry experts from APEX will explore how developments in wireless device technology can change the traveling experience of passengers who are increasingly accustomed to having entertainment at their fingertips. The session will be held at the Las Vegas Convention Center on Saturday 8 January, 13:30 – 14:30.

Airlines today are offering passengers portable media players and other wireless devices that allow them to customize their travel experience with cell phone access, movies, TV, games and other forms of entertainment and communication. Join airline and IFE experts from APEX to learn about technological advancements that will improve customer travel in the future.

Session moderator:

*Sarah DaVanzo* - Strategic Planning Director, Kaplan Thaler Group, an integrated marketing and advertising agency.

Session panelists include:

- § *Patrick Brannelly* - President, Airline Passenger Experience Association (APEX) and Vice President: Corporate Communications Product, Publishing, Digital & Events, Emirates
- § *Kevin Bremer* - Board of Directors, Airline Passenger Experience Association (APEX) and Manager, Cabin Systems Technical Center, Boeing Commercial
- § *David McLauchlan* - Senior Business Development Manager, Microsoft [Zune]

APEX enables airlines, audio/video equipment manufacturers, telecommunications/satellite companies and IFE professionals to make informed decisions and stay abreast of current trends and technological developments in the industry. The association's meetings and conferences give vendors multiple opportunities to network with IFE decision makers.

**ABOUT APEX:**

APEX members provide excellence in the passenger experience. 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 airline experience for passengers around the world. APEX is professionally managed by Kellen Company, the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia. For more information about APEX visit [www.apex.aero](http://www.apex.aero).