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**For Immediate Release:**

**AIRLINE PASSENGER EXPERIENCE ASSOCIATION  
ANNOUNCES EXPANDED AWARDS PROGRAM**  
*APEX partners with Nielsen for Passenger Choice Awards*

(New York, NY) – The Airline Passenger Experience Association (APEX), formerly the World Airline Entertainment Association, is pleased to introduce its expanded recognition program, the Passenger Choice Awards.

The Passenger Choice Awards constitute the premiere peer-to-peer and consumer recognized accolades of the inflight entertainment and communications (IFEC) industry. The [Passenger Choice Awards](#) competition has been created to encompass the entire passenger experience.

Awards voting is open to consumers who can weigh in on their favorite rewards programs through an online survey, comment on a recent travel experience and join the Passenger Choice Awards Facebook [fan page](#).

Well-established categories will return, including Best Overall IFE and [Best IFE in Region](#). Industry peers and thought leaders will continue to judge the honor of [Best Single Achievement in IFE](#) and [Best Achievement in Technology](#) as Avion Awards.

Carriers are encouraged to invite their customers to cast their votes online through **31 July 2010** at [www.passengerchoiceawards.com](http://www.passengerchoiceawards.com).

New categories to be featured in the Passenger Choice Awards include:

- **Best Collateral**
- **Best User Interface/Interactivity**
- **Best Internet**
- **Best Video**
- **Best Cabin Ambiance**
- **Best Ground Experience**

“APEX is committed to providing the best possible inflight entertainment and communications for passengers around the world,” said Patrick Brannelly, WAEA/APEX president. “With the Passenger Choice Awards, we are making ourselves more accountable to the passenger with the ultimate goal of elevating the industry standard.”

For the survey, APEX has partnered with Nielsen, a global leader in measurement and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The company is active in approximately 100 countries worldwide.

Winners will be announced at the Passenger Choice Awards ceremony on Monday, 13 September, during the WAEA/APEX 31<sup>st</sup> Annual Conference & Exhibition at the Long Beach Convention and Entertainment Center in Long beach, CA; the meeting place for the world's leading airlines and vendors responsible for the airline passenger experience.

For more information about the Passenger Choice Awards, please visit [www.apex.aero](http://www.apex.aero).

**ABOUT WAEA/APEX:**

WAEA/APEX members provide excellence in 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, WAEA/APEX is committed to providing the best possible inflight entertainment and communications for passengers around the world.