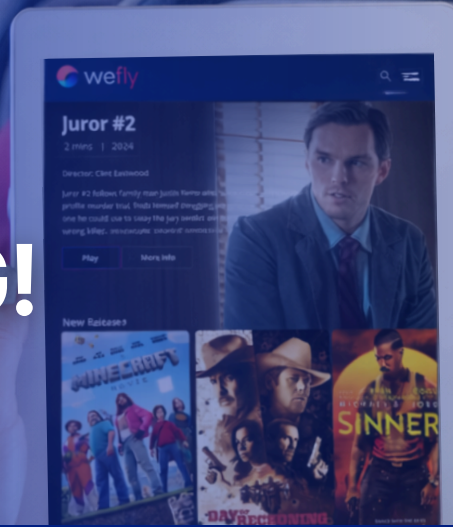




LET'S CONNECT AT AIX HAMBURG!



The countdown is officially on, and the West Entertainment team is headed to AIX with a suitcase full of innovations and a vision for the future of the passenger experience.

Our calendar is filling up fast, but we'd love to carve out time to show you how our tools can transform your IFEC strategy.

We'll be hosting live demonstrations throughout the event, showcasing how we're bridging the gap between data and the passenger.

- WestIQ Predictive Intelligence: Transform programming from reactive to predictive through advanced cultural and behavioral analytics
- WeFly OTT: Cloud-native streaming platform eliminating legacy IFEC limitations
- We by West 2.0: Greater operational control, workflow efficiency, actionable insights, and improved ROI

Want a personalized demo? Reach out to hello@westent.com.

Not attending? Stay tuned to our LinkedIn for live updates and takeaways from the show.

See you in Hamburg!

Meet the Team

If you want to talk strategy, technology, or just catch up on the latest industry shifts, look out for our trio of experts:



Kate Groth

As our President, Kate is leading the charge on content strategy and partnership development.

Email: Kate.Groth@westent.com

Asif Khan

As Senior Vice President of Entertainment, Asif is our go-to for ensuring your airline's brand and passenger engagement hit new heights.

Email: Asif.Khan@westent.com



Eric Silverstein

As Vice President of Operations and Technology, Eric is ready to dive deep into the technical architecture of our newest platforms.

Email: Eric.Silverstein@westent.com



In Case You Missed It...

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7h • 🌐

🔔 Two weeks to go until [Aircraft Interiors Expo](#), where we will be highlighting the benefits of WestIQ! ...more

- 1 Enhance CSAT and Engagement
- 2 Improve Airline ROI
- 3 Bring tangible benefits to your IFEC teams
- 4 Differentiate your airline brand

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With just three weeks to go until [Aircraft Interiors Expo](#), we're looking forward to connecting with industry partners and highlighting the WeFly OTT platform, our cloud-based streaming [#IFEC](#) solution that delivers movies and TV directly ...more

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2w • 🌐

🔔 With less than a month to go until [Aircraft Interiors Expo](#) in Hamburg, we're looking forward to showcasing how West is helping airlines rethink their [#InflightEntertainment](#) operations with WebyWest 2.0! ...more

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✈️ About a month to go until [Aircraft Interiors Expo \(#AIX\)](#) in Hamburg, the world's leading event for cabin innovation and passenger experience! ...more

Meet our team at Aircraft EXPO Interiors Hamburg 14 - 16 April 2026 IFEC ZONE - Booth #2E80

- Kate Groth**
President
- Asif Khan**
Senior Vice President
- Eric Silverstein**
VP, Operations and Technology

For all the latest
West Entertainment news...

Follow us on



west IQ

Any questions? Email: hello@westent.com

