

# GEOPOSITIONED POINTS OF INTEREST ON THE INFLIGHT MOVING MAPS, ARE NOW ON WORLDWIDE SALE



The new moving maps are 3D interactive maps integrated in the InFlight Entertainment Systems. They have quickly become the first onboard entertainment after movie watching.

Considered as a revolutionary destination guide, they are also as interactive as Google Earth, with a satellite layer, and a street-map zoom level. Passengers can browse all along the flight path, but they can also zoom on any destination on earth, and discover all the activities that will liven up their journey.

The main innovation lays in PXCom's ability to transform these moving map live destination guides by integrating its PXPoint™, which are geopositioned points of interest that encompass all kind of related information (texts, picture, QRcodes...).

Tourism stakeholders (hotels, restaurants, entertainment venues, city tours...) are now given the possibility to interact with the passengers and engage them in downloading on their personal device all kind of information (url, opening hours, rates...)

This innovative media has already an audience comprising 3+ million affluent passengers, and willing to spend once arrived.

Latest usage figures\* are beyond all expectations: on a 6-hours flight, the passenger spend an average of 1h28 on the moving map and open 95 PXPoint™

(\*Source : Betria Interactive LLC)

Launch in Europe, PXCom's solution have already appealed the first tourism professionals such as Bateaux Parisiens (river cruise company), Lido (Parisian show) and the famous Castle of Versailles.

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## **About PXCom**

### **Onboard Entertainment Systems progress beyond entertainment, becoming a medium to reach passengers**

PXCom helps companies in the public transport sector by transforming their existing passenger entertainment systems into interactive media.

Through PXCom's onboard solutions, tourism suppliers and brands can cultivate preferential relationships directly with each individual passenger.

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