

# PXCOM EXPANDS IT INTERNATIONAL NETWORK TO THE MIDDLE EAST



The new inflight moving maps have become the first entertainment after movie watching. PXCom's solutions which enables the geopositioning of points of interest on these 3D interactive maps, are changing the inflight entertainment game. The latest statistics highlight an average of 1h28 of usage and 95 open PXpoint™ per passenger, during a 6 hours flight.

This is a great news for local tourism stakeholders who are looking for an innovative way to engage a captive inbound audience.

“Latest usage figures of our innovative solution are impressive, notes Cyril JEAN, PXCom's CEO. Our first customers are fully satisfied with their PXPoint™, driving us to expand our international network. As Middle East is fully part of our strategy, we were looking for a reliable local partner.”

After local partnerships closed in Europe (France, Norway, UK), PXCom has just signed an agreement with **TaxiMediaME**.

“We are thrilled by TaxiMediaME's partnership, comments Cyril JEAN, since this well-established company in the UAE has built an unmatched network of local advertisers through their in-taxi screens solution. This represents a valuable inventory of potential sponsors for our PXPoint™.”

“ We are very pleased to have been chosen by PXCom as their local partner, as we see their innovative product a natural fit for our own marketing platform in the local taxi fleets. Brands can know communicate to the inbound passengers on the airlines and then continue their marketing story in the taxis via our interactive touchscreens.” Brett Pearson, Managing Director of Taxi Media Middle East stated.

## Your Press Contact

John Wharton  
PXCom Media Relationships  
Tél. : +33 5 56 89 17 63  
Email : [john.wharton@pxcom.aero](mailto:john.wharton@pxcom.aero)

## 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.

Date: 2015-02-23

Article link: <https://www.tourism-review.com/pxcom-expands-to-middle-east-news4448>