

PAX Tech

MRO, Interiors & IFEC

**A library
in hand**

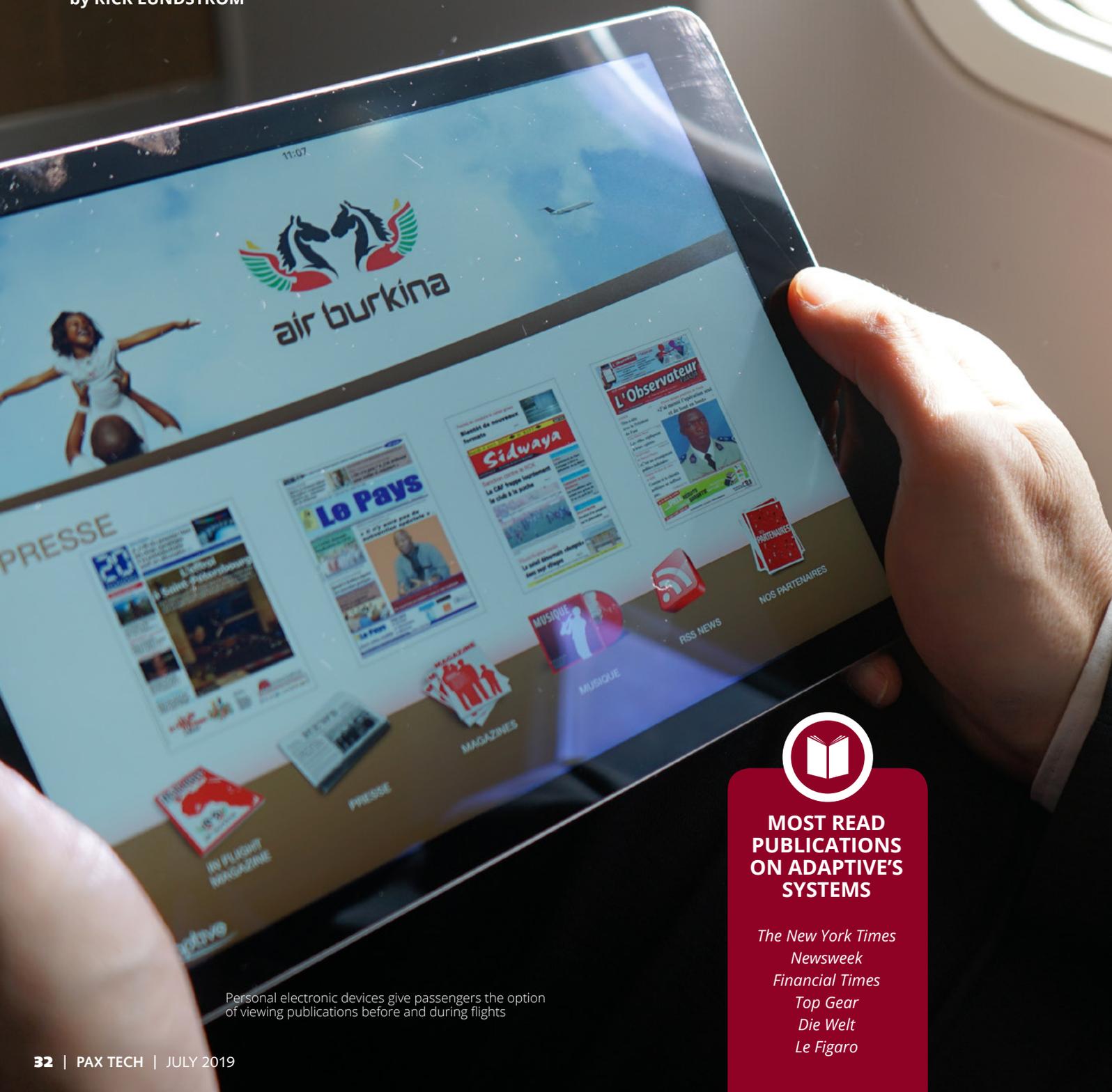
**BONUS:
Trolley
coverage**

SEATING, IFE & CONNECTIVITY

Media makers

Suppliers of digital press material like newspapers and magazines deal with many of the same challenges as other media, and France-based Adaptive has developed two solutions that address airline concerns

by RICK LUNDSTROM



Personal electronic devices give passengers the option of viewing publications before and during flights



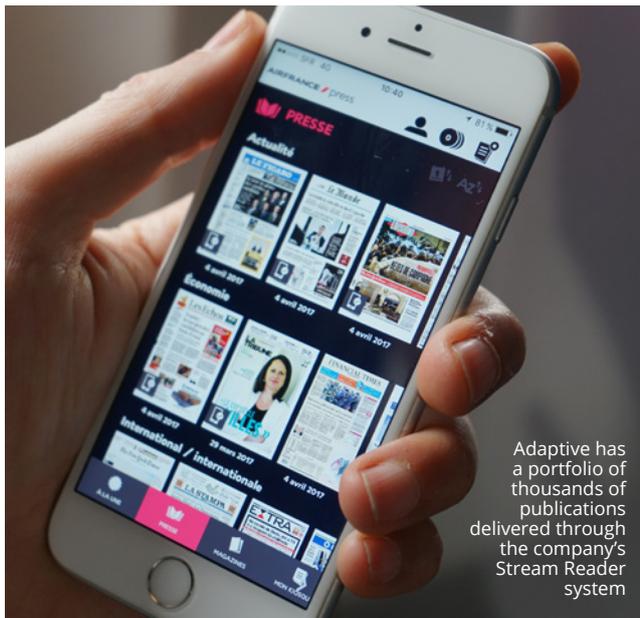
MOST READ PUBLICATIONS ON ADAPTIVE'S SYSTEMS

- The New York Times*
- Newsweek*
- Financial Times*
- Top Gear*
- Die Welt*
- Le Figaro*



“We do not know of any other company that is able to deliver that industrial power to screen thousands of newspapers and magazines every day.”

**- LAURENT SAFAR, CO-FOUNDER
AND CEO OF ADAPTIVE**



Adaptive has a portfolio of thousands of publications delivered through the company's Stream Reader system

As airlines move fast to make inflight entertainment and connectivity options more plentiful and easily accessible to their passengers, the inevitable bottlenecks in delivering this streaming content have occurred, oftentimes leaving the user holding a personal electronic device and waiting for their selected item to load.

The providers of digital press content share those challenges with providers of video and audio. When a cabin is filled with passengers working their PEDs, even an innocuous, gray newspaper article can end up in the queue and may not load immediately.

That lag time between selecting and accessing digital content from thousands of available publications has led Toulouse-based [Adaptive](#) to develop a faster and more efficient follow-on to its ACES digital press product selected by many

airlines. At April's [Aircraft Interiors Expo](#), the company showed potential customers a new web-based reader that reduces the amount of bandwidth required for accessing reading material, saving the airline money and the user time.

To accomplish both those tasks in the highly complex cabin environment, Adaptive developed the Stream Reader. The proprietary file format adds a step in the acquisition process of a story from a digital publication, splitting the digital content into multiple tiles as opposed to full images. With that process, the bandwidth required to access the content is limited. (A beta version of the Stream Reader can be viewed [here](#).)

“Usually when you stream content for a newspaper or a magazine there is a [time] lag associated to that because every time you look for the information you do not have it locally stored,” says Laurent Safar, co-founder and CEO of Adaptive. “We have used a variety of techniques to change that and have a normal instantaneous display of the content.”

With Stream Reader, Adaptive has added a number of features such as, in addition to traditional scrolling, the ability to “pinch” content with fingers to zoom. A mode developed within Stream Reader gives passengers the opportunity to personalize the app's appearance, which is especially helpful for readers with special visual needs. Written content can be adjusted to change font size, line spacing and contrast. The content can also be integrated into an airline's IFE system in multiple ways, regardless of the technology's architecture, and can be adapted to the airline's onboard app, if so desired.

Adaptive sees Stream Reader as an ideal solution for airlines that offer wireless IFE streaming to passengers' personal electronic devices. Adaptive recently supplied the platform for the French Business Class-only airline [La Compagnie](#) for use on its A321neo flights to the United States.

Monitoring marginal content

As Stream Reader allows access to a portfolio of thousands of mainstream media publications from the around the world, airlines may be concerned about nudity or other images of a sensitive nature showing up on their passengers' devices. Adaptive has proactively responded to this potential demand by developing an automated content moderation tool that scans digital images for nudity and rates each image with a percentage score. The tool can then be used to automatically or manually replace all the images above a certain percentage score, determined by the customer. Images that are removed would be replaced with a message agreed upon by the airline customer. Users can view the questionable images, if they so choose, on a dashboard-style screen that can be monitored by the airline or by someone from Adaptive.

Safar is sure the new feature is a first of its kind in the industry. “We do not know of any other company that is able to deliver that industrial power to screen thousands of newspapers and magazines every day, every week and every month and provide such a level of consistency,” he says. While still seeking a launch customer, he said airlines in the Middle East, Asia and Europe have expressed interest.

Adaptive has broad customer base of airlines that initially selected its ACES mobile reader solution. Among the customers are [Singapore Airlines](#), [SAS](#), [Qatar Airways](#) and [TAP Air Portugal](#). The company has also found customers in airport lounges across Europe and in other transportation providers. [▶](#)