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Maxposure Limited Files Patent for Innovative Auto PA Pause in Wireless Inflight Entertainment System Using Electromagnetic Field

September 9, 2024 — Maxposure Limited, a leading name in Content Marketing, Inflight Entertainment and Technology Solutions, is pleased to announce that it has filed a patent for its latest cutting-edge innovation: **the Auto PA Pause in Wireless Inflight Entertainment (IFE) System Using Electromagnetic coil for its Wireless Media Streaming Server (WMSS); AeroHub PRO**. This groundbreaking technology is designed to enhance the passenger experience by seamlessly integrating real-time PA (Public Address) announcement detection into inflight entertainment systems. This is a strict requirement of Civil Aviation bodies like DGCA, FAA & EASA.

No wireless streaming server manufacturer in the world has been able to resolve the issue of achieving PA Pause without human intervention and direct wired connection with the PA system. Numerous companies have attempted to utilise voice sensors, but these attempts have been unsuccessful, as the sensors capture any noise within the aircraft apart from passenger announcements. Maxposure's AeroHub vertical has provided an effective solution to this challenge.

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The **Auto PA** Pause system operates by monitoring the current in the speaker wire to detect voltage changes linked to human speech during PA announcements. Upon detecting a PA announcement, the system automatically pauses inflight entertainment content, ensuring that passengers do not miss important safety or service messages. Once the announcement concludes, the system smoothly resumes playback, delivering a more convenient and uninterrupted viewing experience.

Commenting on the innovation, Mr Prakash Johari, MD & CEO of Maxposure, said: *"This patent marks a significant milestone in Maxposure's commitment to creating user-friendly, future-ready technology for the aviation industry. By leveraging electromagnetic current, we've found a reliable and efficient way to ensure PA announcements are never missed, without the need for manual intervention or intrusive audio detection methods. Our solution not only improves the passenger experience but also aligns with the evolving needs of the inflight entertainment landscape."*

This invention represents a step forward in automating the inflight entertainment system's interaction with the cabin's public address system, a space that has been dominated by manual or audio-based triggers. The **Auto PA Pause** technology ensures a higher degree of accuracy and reduces the likelihood of false positives by employing thermal sensing, making it adaptable to a variety of aircraft environments.

Maxposure has been recognised for its content marketing and inflight entertainment solutions across industries, and this latest invention further reinforces its presence in the aviation technology space.

With this patent filing, Maxposure continues to lead with innovation, advancing its mission to provide intelligent, intuitive, and efficient solutions across industries.

About Maxposure Limited

Maxposure Limited is a dynamic player in the new-age media and entertainment sector, renowned for its innovative approach and commitment to delivering cutting-edge content. Incorporated in 2006, Maxposure Limited is one of the few companies in India that offers 360-degree services across multiple content distribution platforms; with focus on the travel-aviation sector and has clients across India and the world. The company offers comprehensive solutions through its four business divisions: Inflight Entertainment, Content Marketing, Technology, and Advertising.

Maxposure Limited has been associated with aviation and other industry leaders, including IndiGo, Air India, Gulf Air, Air Arabia, Incredible India, Madhya Pradesh Tourism Board, Ministry of External Affairs, Mercedes Benz, Oberoi Hotels and Resorts, the Taj Group of Hotels, Maruti Suzuki India Limited to name a few. In the inflight space, the company has developed a Wireless Streaming Server ("WMS") known as AeroHub WMS, to stream in-flight content at a much higher speed and lesser cost than traditional inflight screens.

Thanking You,
Yours faithfully,

For, **Maxposure Limited**

**SAKSHI
MISHRA**

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Sakshi Mishra
Company Secretary & Compliance Officer

Encl: as above