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The Editor's Forum

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THE EDITOR'S FORUM

As the aviation industry starts a slow but positive return toward a profitable industry it is time to look to the future and try to determine what will be the new paradigms that will find success. How will the industry attract and keep future customers that ultimately pay the light bill?

This issue of the "*Journal of Aviation and Aerospace Education and Research*" has one forum article that was submitted by Dr. Keith Mew of California State University, Los Angeles. Dr. Mew has given us a glimpse of what may be one of the attractors to future airline passengers. He has taken a keen look at the in-flight entertainment that perhaps will bring the customers back and keep them on board. In his article "Existing and Potential In-flight Entertainment Transmissions Systems – Strengths and Weaknesses" the authors explore the technology that exists today and will advance this customer service in the future.

As we are aware, September 11, 2001 set back our industry perhaps decades. As we start to see slow recovery taking place, Dr. Mew explores one aspect that perhaps can rebuild the confidence, convenience and joy of flying the airlines. Including the current in-flight entertainment like audio and video, the possibility of future technology opens up any and all possibilities from computer games to surfing the web. We can imagine how this type of attention distractions could help reduce complaints from passengers, as they grow weary from a long crowded flight. Estimates of revenue from in-flight entertainment could exceed seven billion dollars, which would certainly help refill the coffers of our hurting industry.

Dr. Mew does a fabulous job exposing the reader to the current and future technologies that will deliver the entertainment packages to the aircraft. I am sure you will find it interesting and exciting as we start to see the new and improved airline industry grow before us.

I think we are in for some exciting and interesting times as the aviation industry rebounds to a bigger and better version than we could ever imagine. If you have ideas of what you think the future of our industry has in store for us please express these ideas in the forum section of the "*Journal of Aviation and Aerospace Education and Research*. I look forward to publishing your ideas and dreams.

Bill Kohlruss
Editor

