

All-in-One Casting Software for

Airline Media



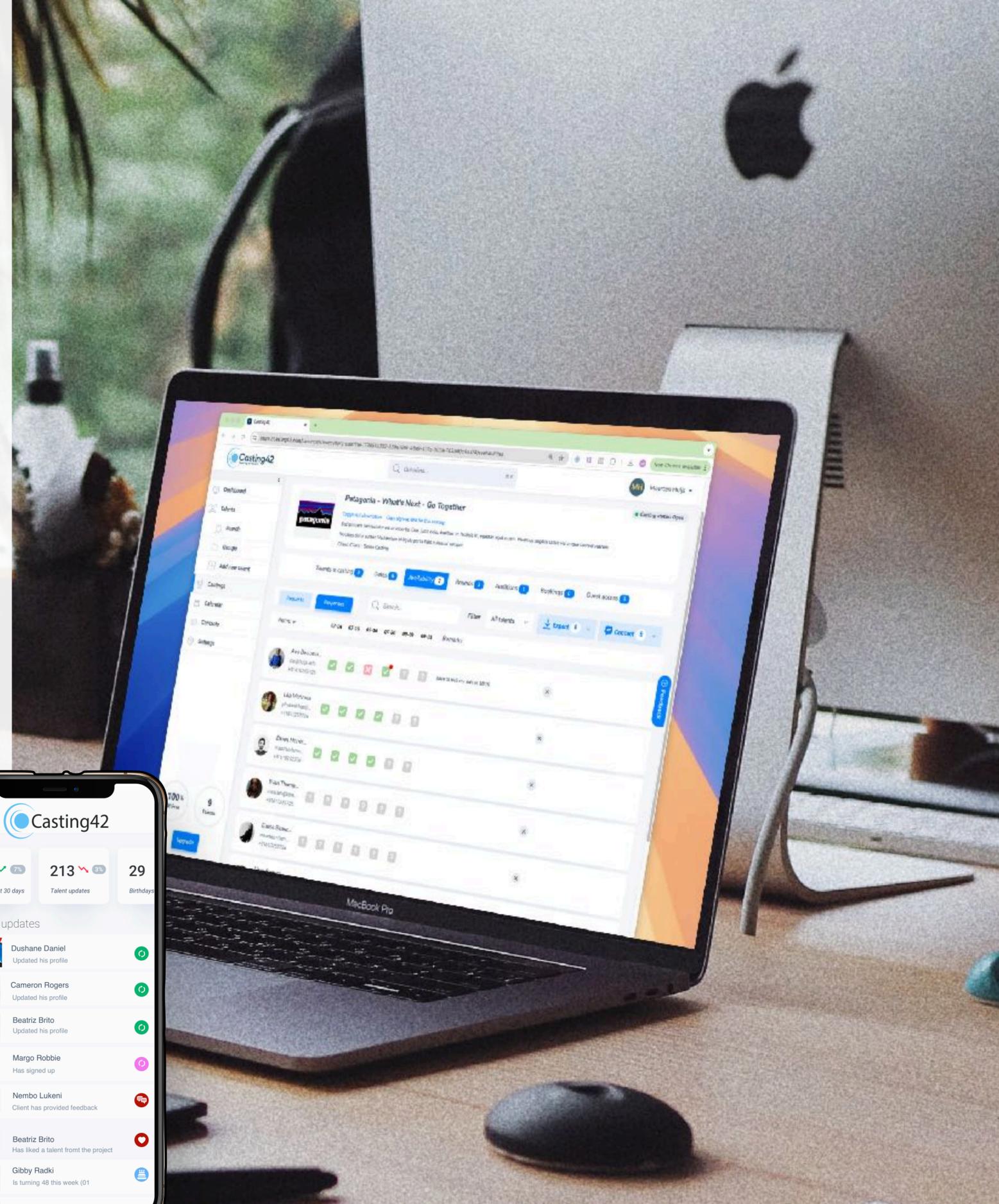
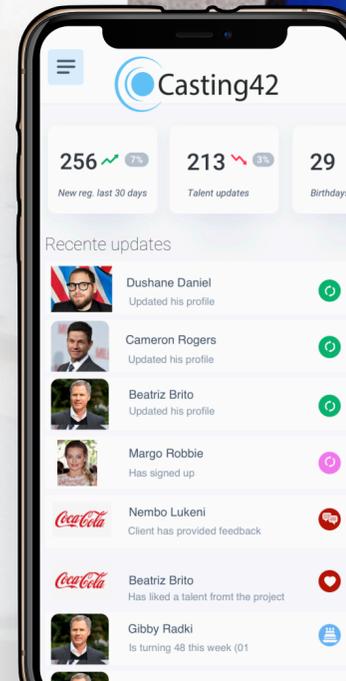
Casting Struggles for Airlines

Airlines face unique casting challenges: portraying diverse passengers, frontline crews, and corporate identities across global markets—while complying with strict branding and cultural standards. Tracking talent usage across regions and campaigns often becomes a logistical struggle.

Slow Approvals
Manual Tracking
Missed Deadlines
Inconsistent Guest Experience
Delayed Production
Administrative Overload
Misplaced Files
Poor Availability Tracking
Scattered Information
Outdated Profiles
Compliance Risks
Increased Costs
Missing Contracts
Inefficient Search and Filtering
Archaic Processes
Lack of a Centralized System
Scheduling Chaos
Unscalable and Inefficient
Data Unsecure
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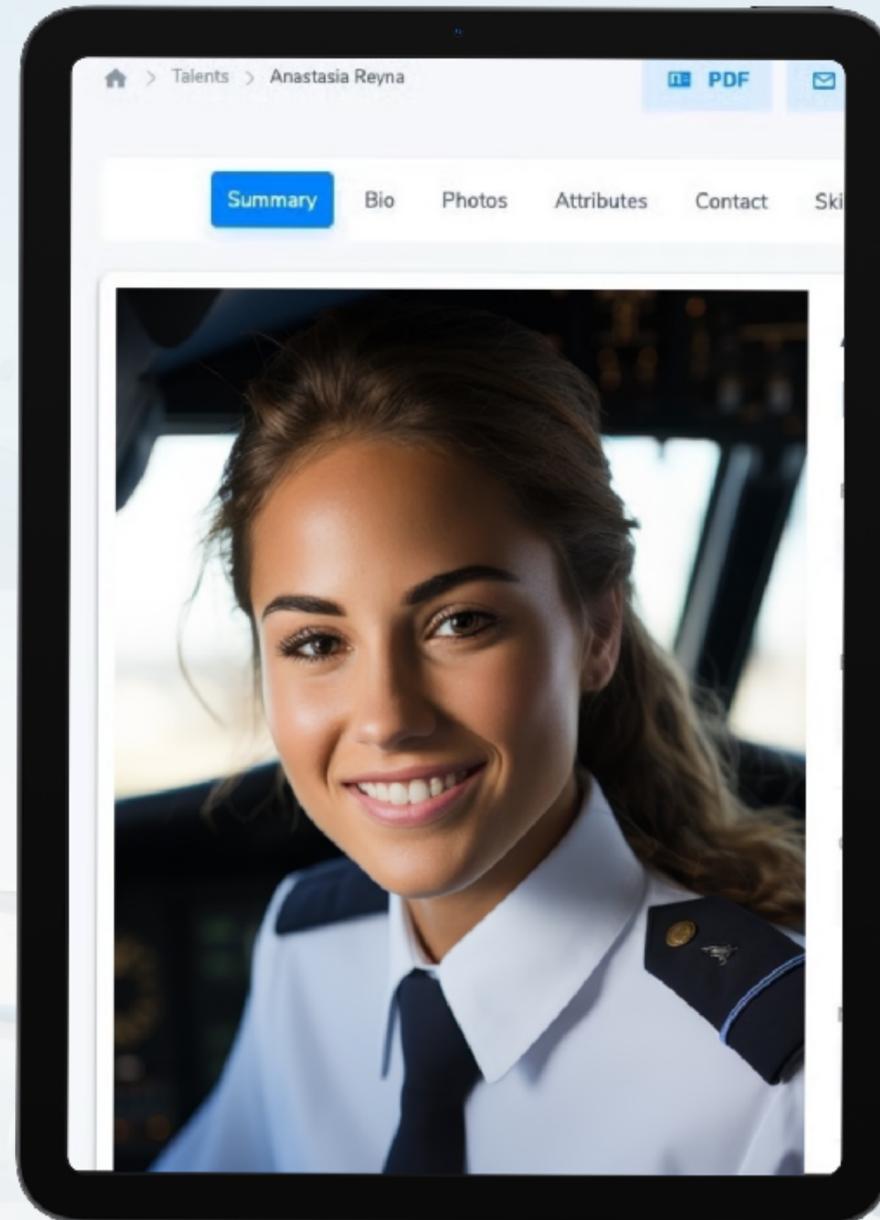
Casting Empowerment

Casting42 simplifies multinational casting operations, protecting brand image and accelerating creative production.



Airline Media casting for any role

Reclaim focus on simply finding the **right talent** for every type of need.



Inflight Entertainment & Branded Content



Events, Ambassadors & Sponsorships



Training Content & International Media



Brand & Advertising Campaigns

Manage casting with consistency

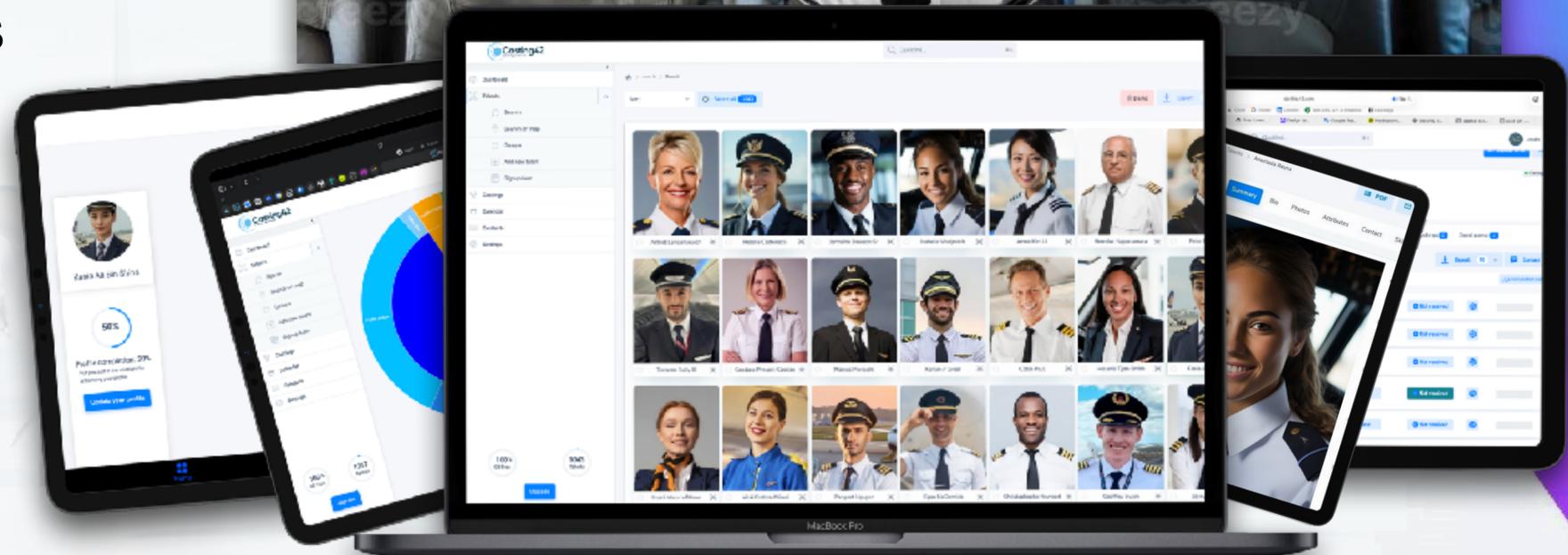
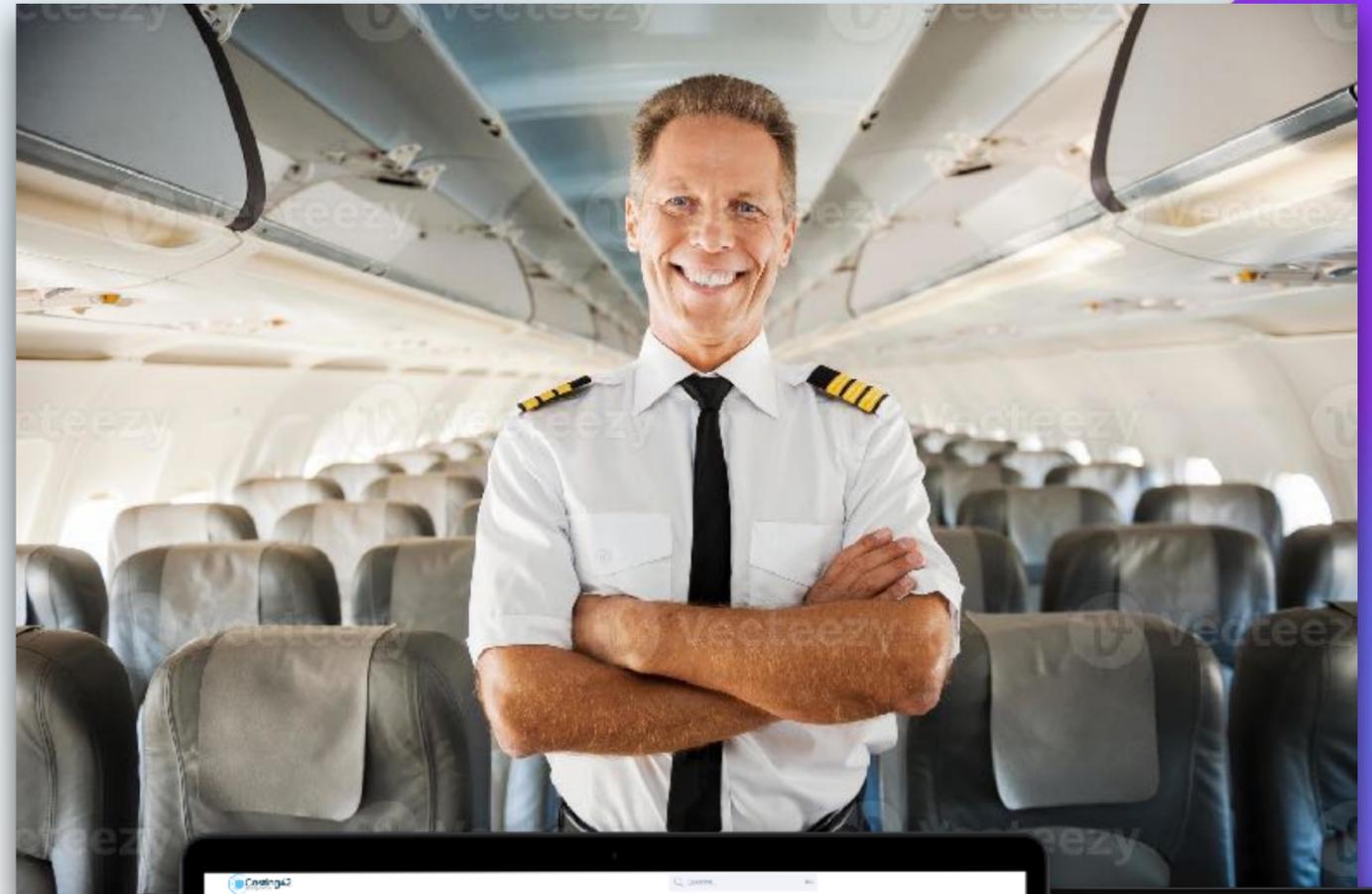
Manage Internal + External Submissions

Track Availability & Scheduling

Integrate Auditions & Approvals

Simplify Coordination Across Teams

Security & Compliance

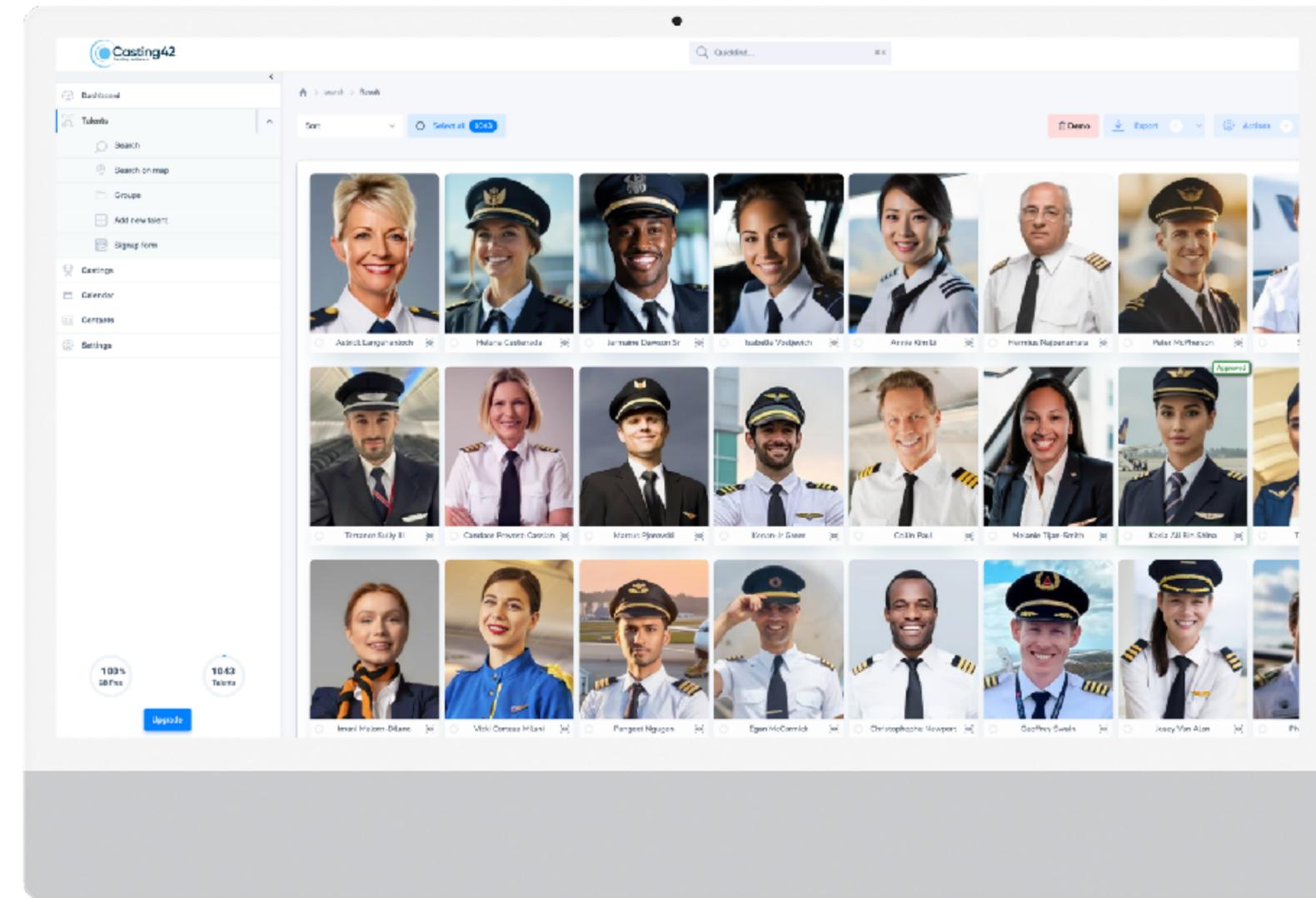


Manage Internal & External Submissions

Challenge: High volumes of profiles to organize — often across global markets.

With **Casting42** you can:

- ✔ **Centralize with advanced multi-criteria filtering** on a variety of attributes: job, region, language, etc.
- ✔ **Tag & Group** by appearance, skills, language, union status, or availability to match exact casting briefs.
- ✔ **Empower self-managed profile updates** — Talent can update photos, reels, and personal details on-demand, ensuring casting data is always current.

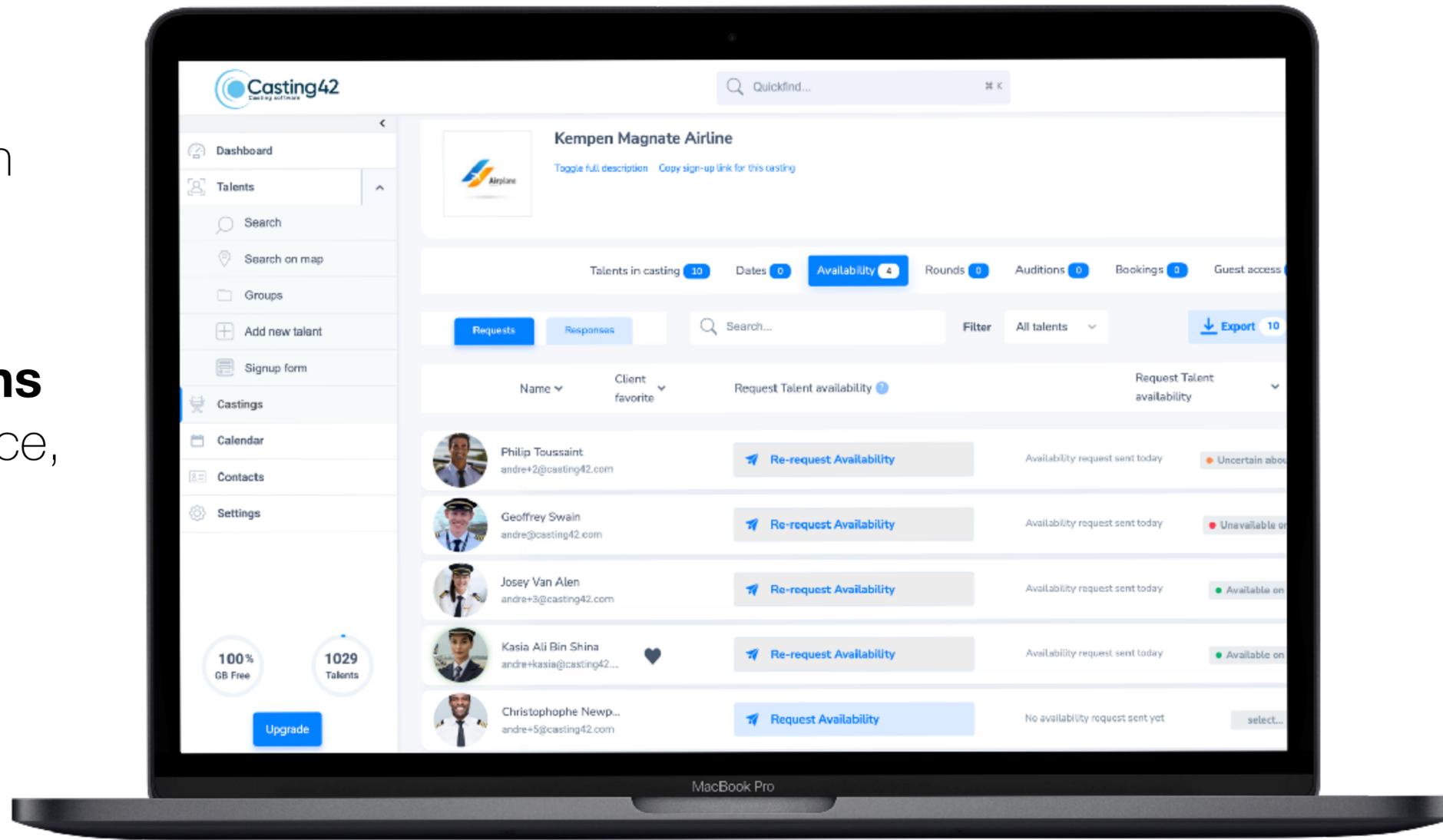


Track Availability & Scheduling

Challenge: Complex calendars, multiple time zones, last-minute cancellations.

With **Casting42** you get:

- ✓ **Centralized scheduling dashboard & availability tracking** — request updates on who's available for fittings, test shoots, and timelines.
- ✓ **Request & integrate auditions** — assess performance, presence, and styling compatibility in one place for fast approvals and bookings.

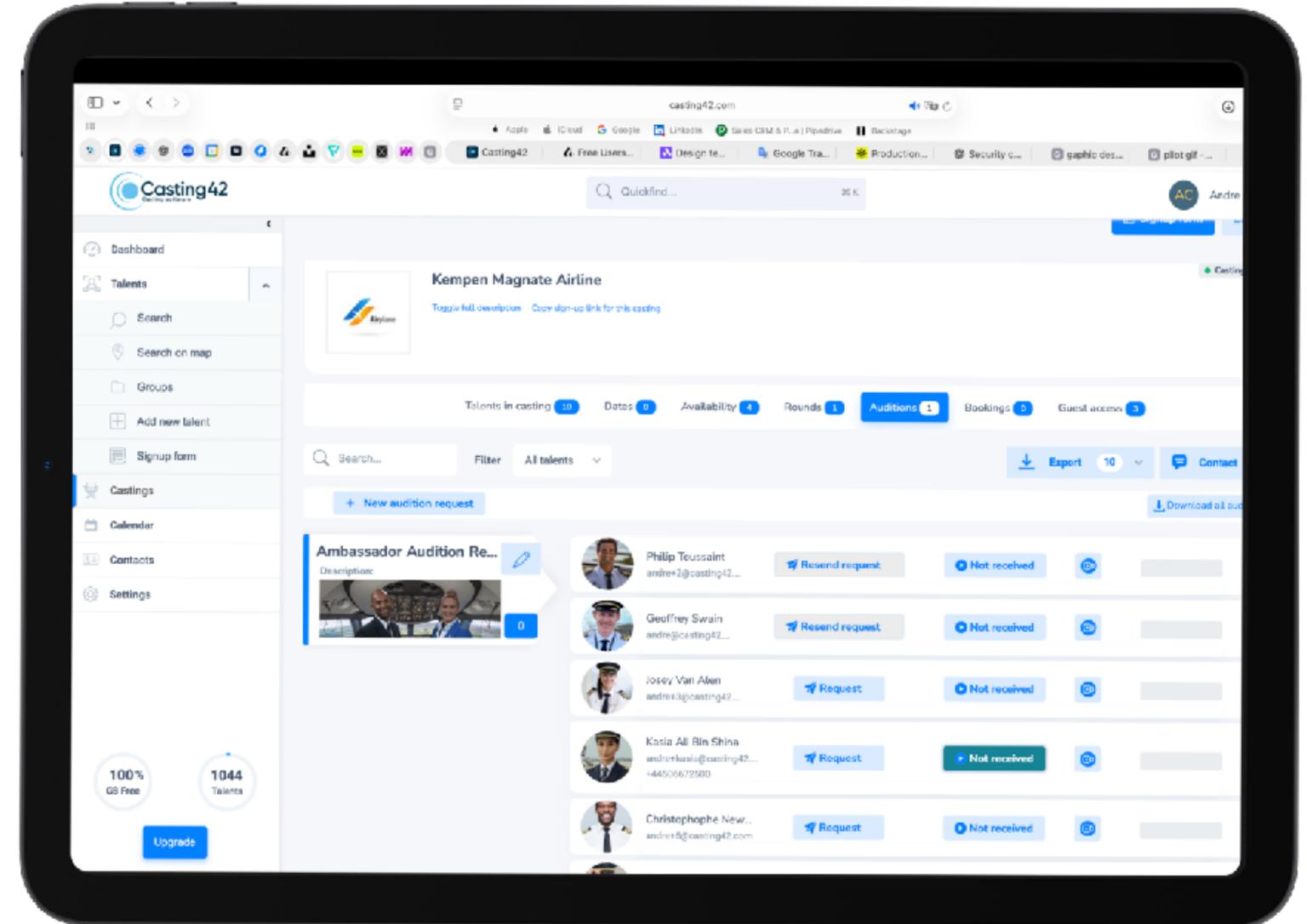


Integrate Auditions & Approvals

Challenge: Disconnected file shares can slow production.

With **Casting42** you can:

- ✓ **Streamline auditions**— Request, assess performance, presence, and styling compatibility in one place.
- ✓ **Maintain creative integrity**— Ensure every casting decision aligns with the character's look, voice, and production standards through integrated visual and video tools.
- ✓ **Speed-up approvals**— Upload, review, and approve talent for booking instantly.

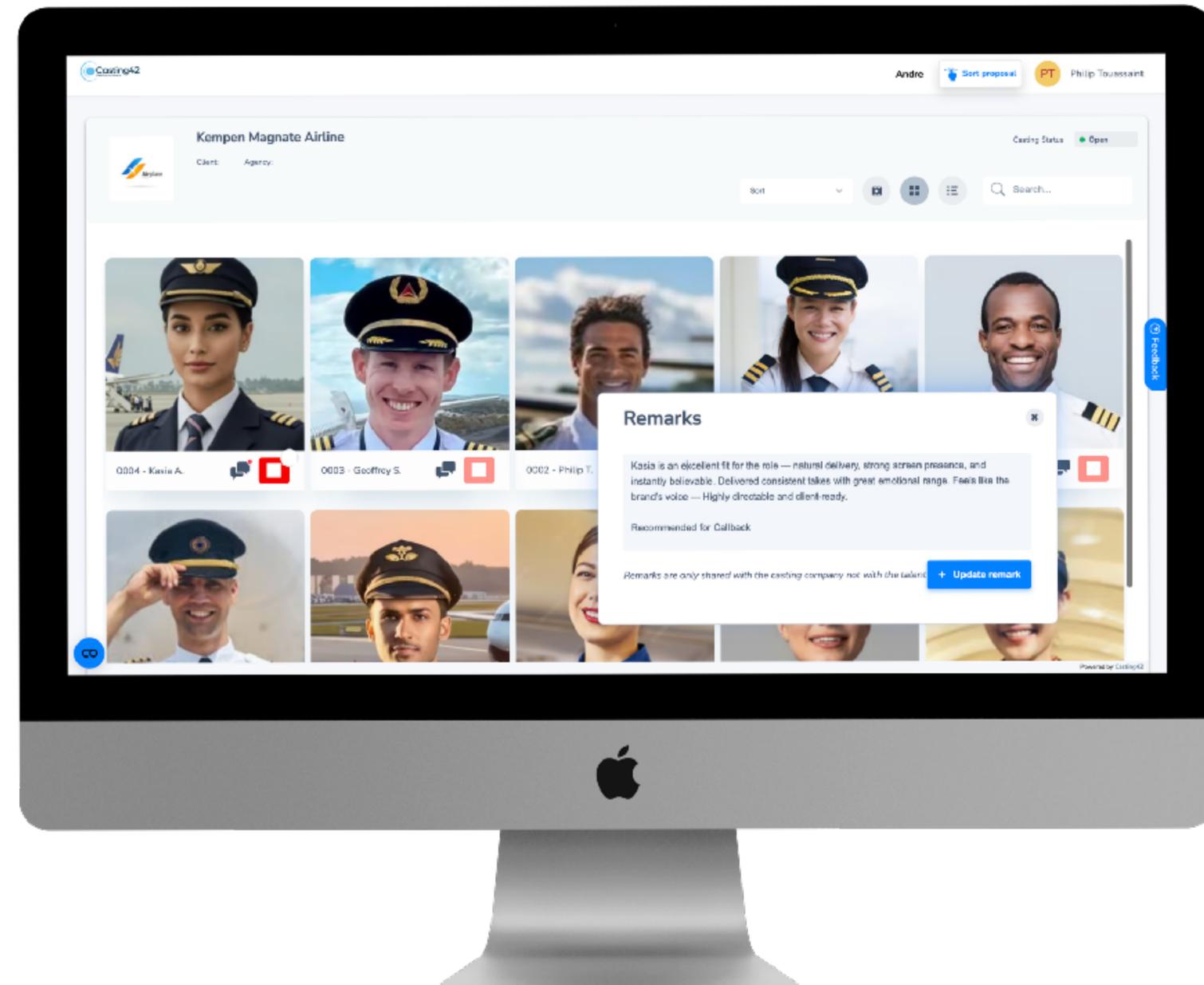


Simplify Coordination Across Teams

Challenge: Airline marketing, PR, and external agencies all need input without creating chaos.

Casting42 Solution:

- ✓ **Shortlist agility** — Generate and export PDFs or open guest access. Communicate via SMS or email. All from a single interface.
- ✓ **Collaborate Seamlessly** — Invite multiple reviewers to centralize their approval, favorites and feedback on one interface.
- ✓ **Control Access to Info** — Share shortlist securely with creative teams or agencies presenting only the select candidate info allowed.

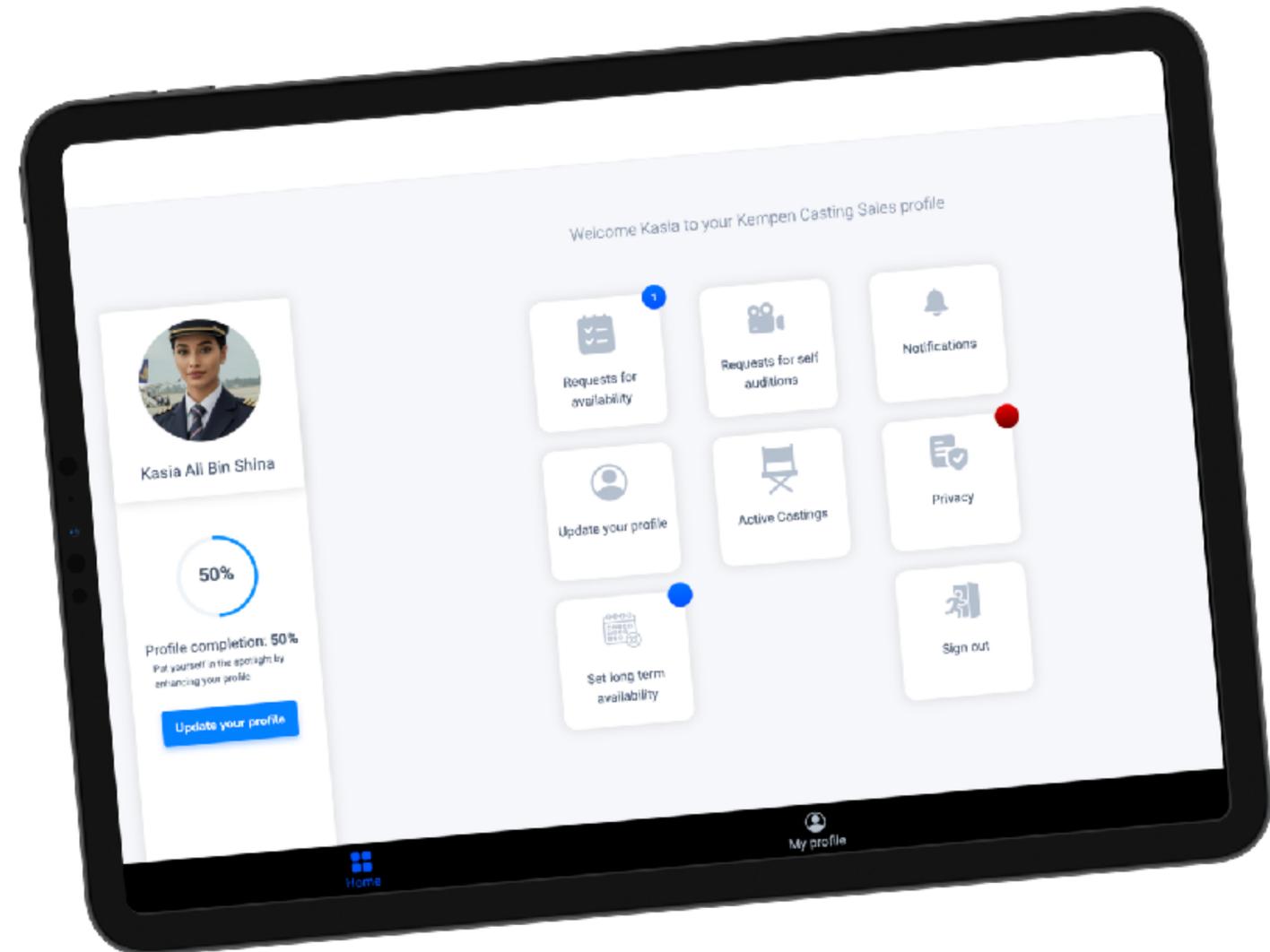


Security & Compliance

Challenge: Maintaining a unified brand experience while ensuring compliance & privacy.

Casting42 Solution:

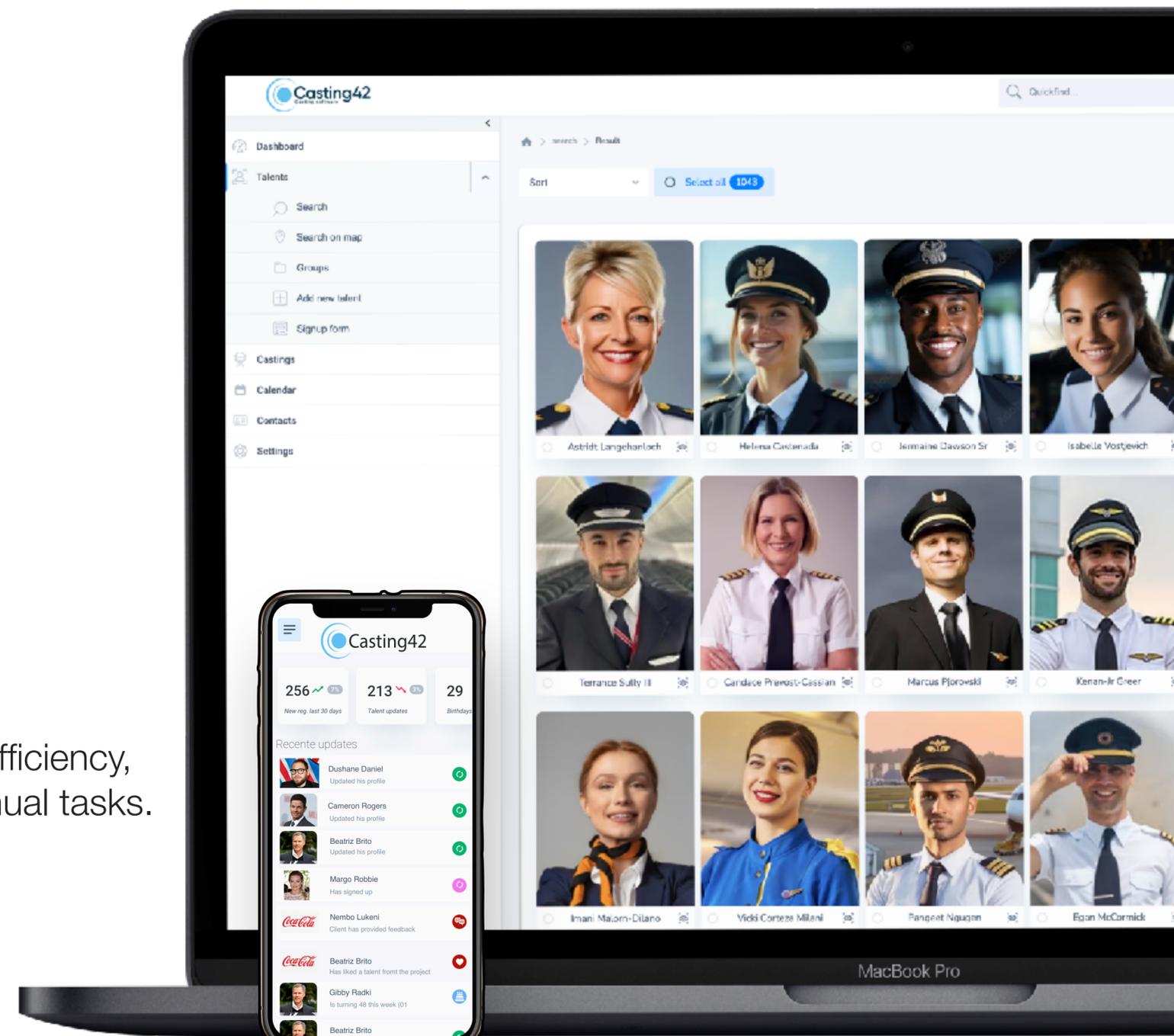
- **Digital contract management** — store and manage all agreements securely.
- **GDPR-compliant data handling** — protect sensitive data and manage consent automatically.
- **Custom access levels** ensuring only authorized personnel can view specific details on each talent.
- **Cloud-based system** — Eliminate lost files with easy access on desktop or mobile.
- **2-Factor Authentication**



Choose **Casting42**

- ✔ Keep global talent and internal crew organized in one secure database.
- ✔ Speed up approvals for multi-market productions.
- ✔ Ensure brand consistency and compliance with GDPR/privacy laws.
- ✔ Facilitate collaboration between departments, and production teams.

Agencies that switch to Casting42 consistently report improved efficiency, happier clients, and a significant reduction in time wasted on manual tasks.



100% Built by Kempen Automatisering

Casting42 operates as a subsidiary of **Kempen Automatisering**.

Kempen Automatisering, established in the TV broadcast center of the Netherlands. KA has a long-standing legacy of collaboration within the **TV broadcast and media production sector**, providing custom software solutions that enhance workflow efficiency, content management, and data-driven decision-making. Over the years, KA has partnered with broadcasters, production houses, and media technology providers to streamline casting processes, automate scheduling, and integrate digital asset systems. Our experience in broadcast technology and production management laid the foundation for platforms like **Casting42**, combining industry insight with robust engineering. This heritage gives Kempen Automatisering a deep understanding of the broadcast industry's creative, logistical, and compliance-driven needs.

www.kempenautomatisering.com

Kempen Automatisering has built many solutions for a large number of production houses & channels.



AIR NEW ZEALAND

