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XTI Aerospace Engages IDEO to Drive Customer-Centric Innovation Across Aircraft Design and Experience

DENVER, July 31, 2025 /PRNewswire/ -- *XTI Aerospace (NASDAQ: XTIA), a pioneer xVTOL and powered-lift aviation technologies, today announced that its wholly owned subsidiary, XTI Aircraft Company—the developer of the revolutionary TriFan 600—has entered into a strategic partnership with global design and innovation leader IDEO. This collaboration marks a significant step forward in XTI's mission to deliver transformative, customer-focused aircraft solutions as part of the emerging Vertical Economy.*



This partnership comes as XTI accelerates development of its TriFan 600 and lays the groundwork for a future family of xVTOL aircraft while further expanding its ecosystem of partners dedicated to creating a compelling vision of vertical mobility. IDEO will work closely with XTI on a multi-phase, long-term engagement designed to transform the XTI customer experience into a seamless, human-centered ecosystem. The collaboration spans from early-stage market research and product-market fit validation to the nuanced design of aircraft interiors, user interfaces, service models, and ownership journeys.

Together, the teams will apply IDEO's methodology of deep ethnographic research, rapid prototyping, and systems-level design to shape not just how XTI's aircraft look and function—but how they are perceived, accessed, and experienced by the customer. From the tactile details of seat ergonomics and lighting to the digital ecosystem supporting booking, ownership, and support, the collaboration intends to build an integrated experience that is both intelligent and intuitive.

"We are thrilled to partner with IDEO, one of the most respected names in human-centered design," said Scott Pomeroy, CEO of XTI Aerospace. "Our vision has always been bold, but now we're backing it with the discipline of world-class customer insight and design thinking. IDEO will help us develop the XTI family of aircraft to not only redefine how people fly, but

how they feel and interact with that journey from first touch to long-term ownership."

Heather Boesch, Partner at IDEO, is leading the XTI account, bringing deep experience in systems-level innovation and transportation. She is joined by senior members of IDEO's Transportation and Mobility team—an elite group of strategists, designers, and engineers known for crafting user experiences across industries including aerospace, automotive, and urban mobility.

The partnership has begun the engagement with deep customer research and co-creation workshops aimed at clarifying product-market fit across different user segments—ranging from executive travelers and fleet operators to logistics applications. As the engagement progresses, IDEO will support:

- Refinement of aircraft interior and exterior aesthetics
- Design of cabin environments tailored to mission-specific use cases
- Trade show and public engagement strategy
- Web and digital experience overhaul
- End-to-end customer journey design—from initial brand discovery through ownership and service

"IDEO is excited to partner with XTI to help shape the future of vertical mobility," said Boesch. "XTI's dedication to engineering excellence is complemented by a clear willingness to embrace bold ideas and integrated design. Together, we're not just developing advanced aircraft – we're creating thoughtful, user-centered solutions that elevate the entire travel experience."

About XTI Aerospace, Inc.

XTI Aerospace (XTIAerospace.com) (Nasdaq: XTIA) is the parent company of XTI Aircraft Company, an aviation business based near Denver, Colorado, currently developing the TriFan 600, a fixed-wing business aircraft designed to have the vertical takeoff and landing (VTOL) capability of a helicopter, maximum cruising speeds of over 300 mph and a range up to 1,000 miles, creating an entirely new category – the xVTOL. Additionally, the Inpixon (inpixon.com) business unit of XTI Aerospace is a leader in real-time location systems (RTLS) technology with customers around the world who use XTI's location intelligence solutions in factories and other industrial facilities to help optimize operations, increase productivity, and enhance safety. For more information about XTI, please visit XTIAerospace.com and follow XTI on [LinkedIn](#), [Instagram](#), [X](#), and [YouTube](#).

About IDEO

IDEO is a global design and innovation company. The company partners with organizations to tackle complex challenges, uncover new opportunities, and create meaningful and positive impact across business, society, and culture. From designing iconic products and services to crafting new ventures, to building creative capabilities within organizations, IDEO's work is rooted in empathy and experimentation. Part of [kyu](#), a collective of strategically curated creative organizations, IDEO has offices in the US, UK, and China. Learn more at www.ideo.com.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains certain "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act, and Section 21E of the Exchange Act. All statements other than statements of historical fact contained in this press release, including without limitation, statements about the scope, objectives and expected benefits of XTI's collaboration with IDEO, the products under development by XTI, the advantages of XTI's technology, and XTI's customers, plans and strategies are forward-looking statements.

Some of these forward-looking statements can be identified by the use of forward-looking words, including "believe," "continue," "could," "would," "will," "estimate," "expect," "intend," "plan," "target," "projects," or the negatives of these terms or variations of them or similar expressions. All forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. All forward-looking statements are based upon estimates, forecasts, and assumptions that, while considered reasonable by XTI and its management, are inherently uncertain, and many factors may cause the actual results to differ materially from current expectations. XTI undertakes no obligation to revise any forward-looking statements in order to reflect events or circumstances that might subsequently arise. Readers are urged to carefully review and consider the risk factors discussed from time to time in XTI Aerospace, Inc.'s filings with the SEC, including those factors discussed under the caption "Risk Factors" in its most recent annual report on Form 10-K, filed with the SEC on April 15, 2025, and in subsequent reports filed with or furnished to the SEC.

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