Day One of PAX East. “The Aviators” Arrive in Boston

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From March 26 to March 29, the international gaming event PAX East is taking place. We are pleased to be part of it, and you can find us at the Polish booth organized by the Creative Industries Development Center in cooperation with the Indie Games Poland Foundation.

What is PAX East?

PAX East is one of the world’s largest events dedicated to video games, board games, and gaming culture as a whole. It is held annually in Boston and is part of the broader PAX series. Another major event in this series is PAX West in Seattle, where we have participated multiple times, showcasing how history can be told through video games and encouraging players, developers, and producers to engage with immersive historical education.

At the event, attendees can play upcoming games from around the world, meet creators, take part in esports tournaments, and attend panels and presentations.

The First Day Behind Us

The very first day of the expo brought a wealth of excitement—there was no shortage of energy, enthusiasm, and valuable meetings with journalists from across the globe, industry experts, and—most importantly—players themselves.

Although this is not our first time attending PAX, and it was here in Boston that *Cipher Game* had its premiere, we continue to feel the same excitement and enthusiasm. “The Aviators” have never been presented in Boston before, and conversations with representatives of major gaming brands such as Nintendo and Atari have offered fresh perspectives on the future of the industry and technology.

The event opened to visitors at 10:00 AM, but media representatives were granted access an hour earlier. During that time, the Polish booth was constantly surrounded by members of the press, and questions about “The Aviators” were asked in many languages. Journalists from Asia, Europe, and the United States were particularly interested in the game’s educational value, its reception among international audiences, and details of its development process.

Content creators—YouTubers and streamers—were eager to share their impressions with their audiences while also testing the game themselves and engaging in aerial battles over Europe. The numbers also made a strong impression—over 600,000 players worldwide have already played “The Aviators,” which clearly resonated with the media.

“The Aviators” in the Hands of Players

Once the media portion concluded, PAX East did not slow down—in fact, quite the opposite. Players steadily filled each available station minute by minute. When all seats in front of the screens were occupied, queues began to form. Despite this, the atmosphere remained positive. Spectators cheered on those playing, and player rotations happened smoothly, without pressure or tension.

Visitors tested their skills in combat against enemy fighters, undertook infiltration missions in the area of German A2 fortifications, and destroyed artillery positions. Those not actively playing watched others with great interest. We would like to thank everyone who visited our booth—players, media representatives, influencers, and industry professionals from around the world. The opportunity to present our project directly to such a diverse audience is extremely valuable to us. The presence of “The Aviators” at PAX East allows us to introduce a global audience to the stories of Polish heroes and the realities of Poland during World War II.

Three More Days Ahead

We are not slowing down after just one day. Visitors who did not get the chance to play “The Aviators” on the first day will have the opportunity to do so over the coming days. From experience, we know that some players will return more than

once—something we consider a great compliment and a source of pride. In the days ahead, we will also continue meetings with media representatives and industry experts.



PAX East 2026



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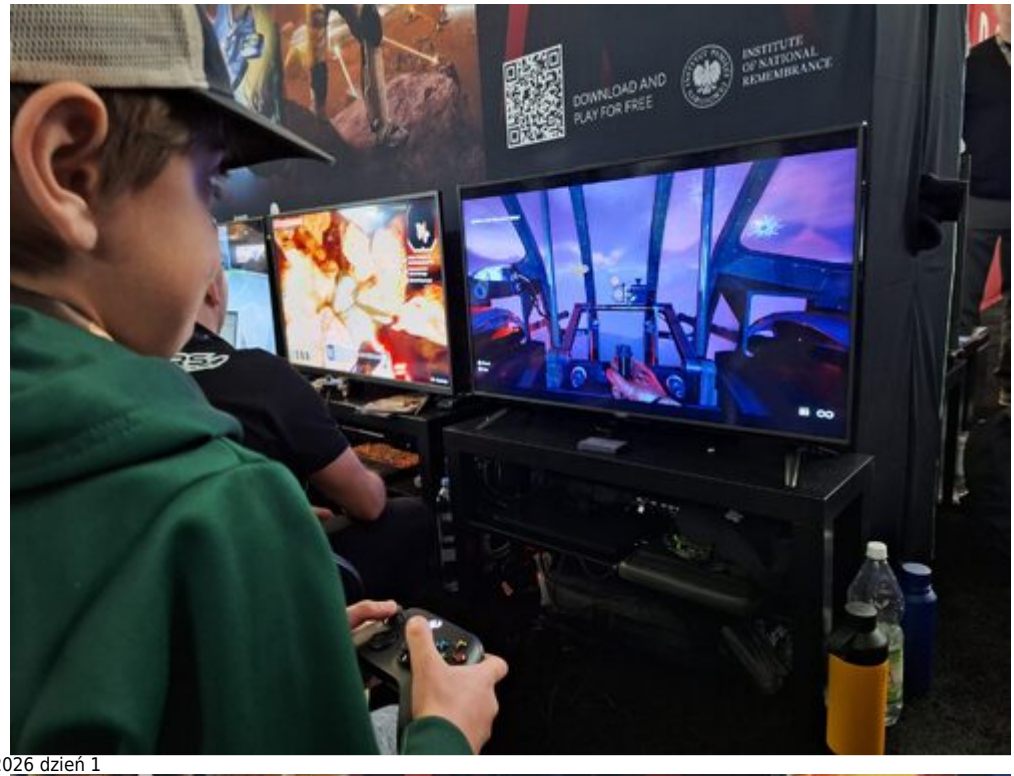

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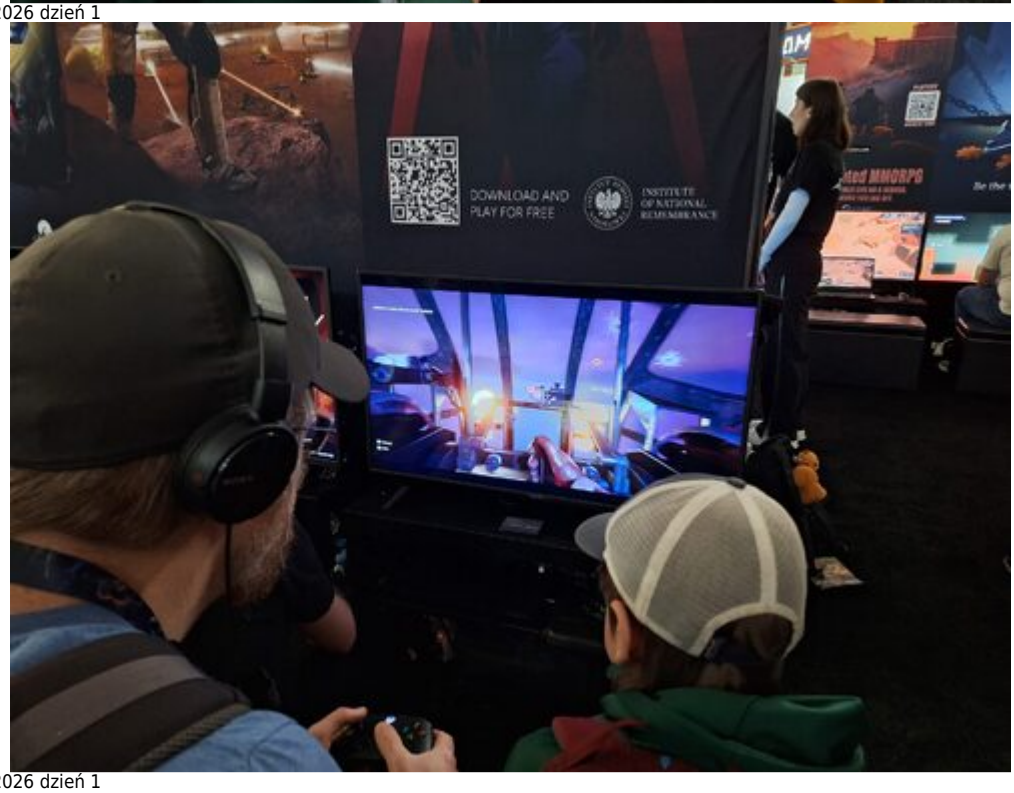

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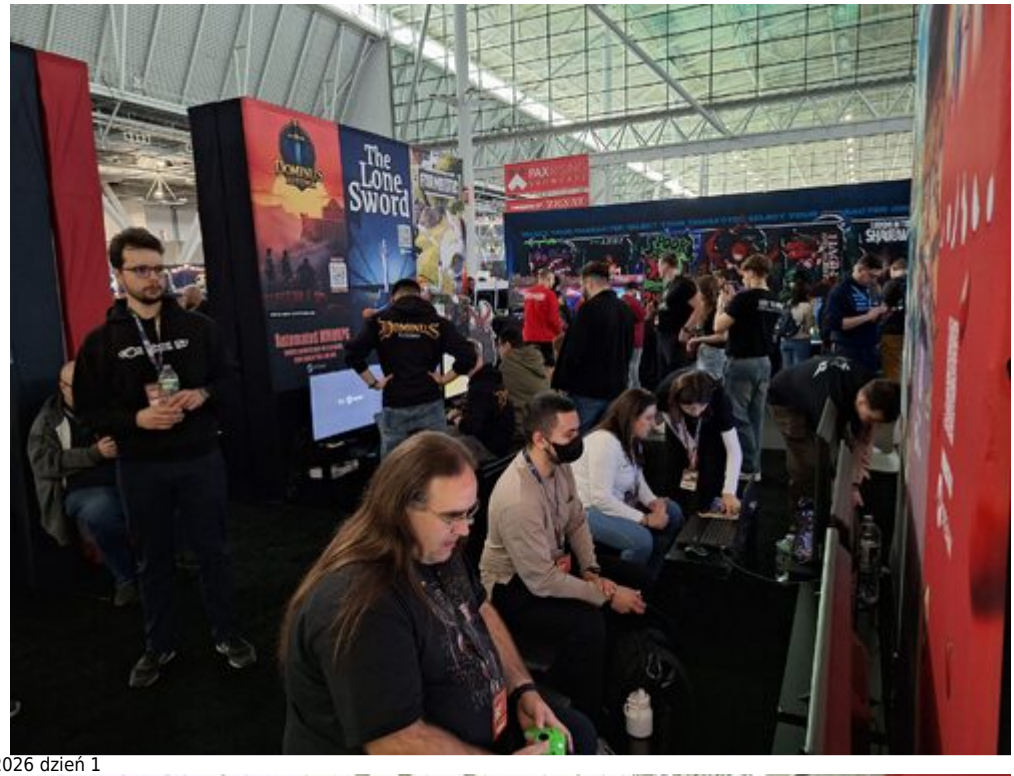

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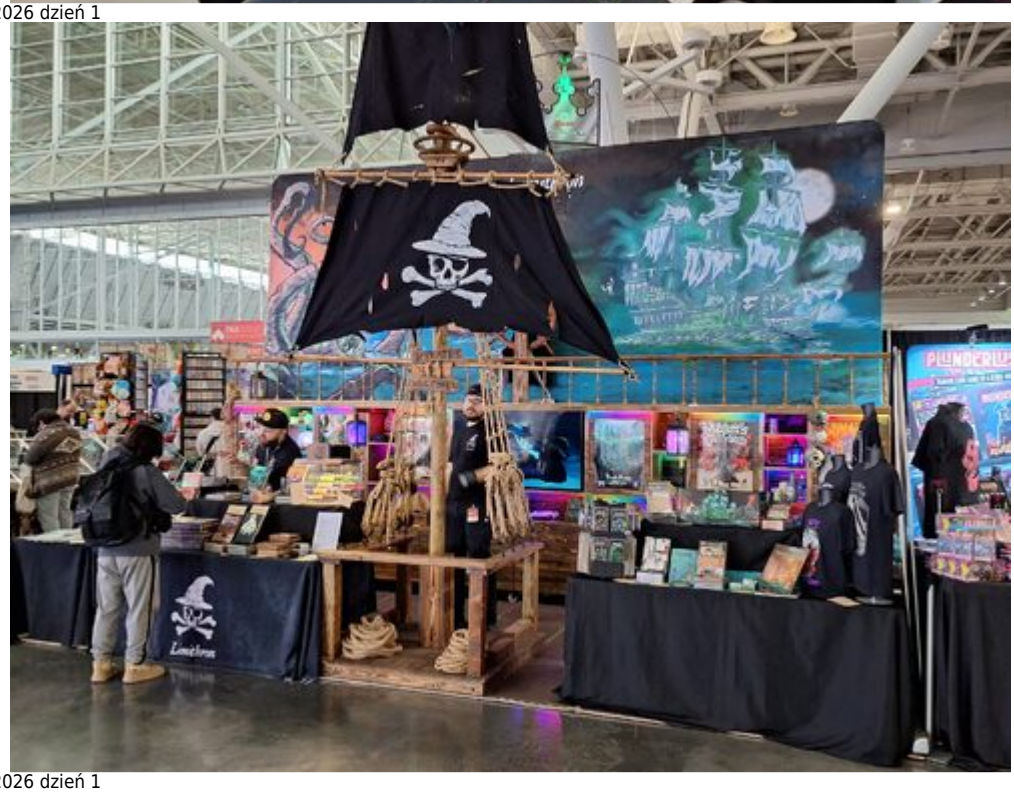

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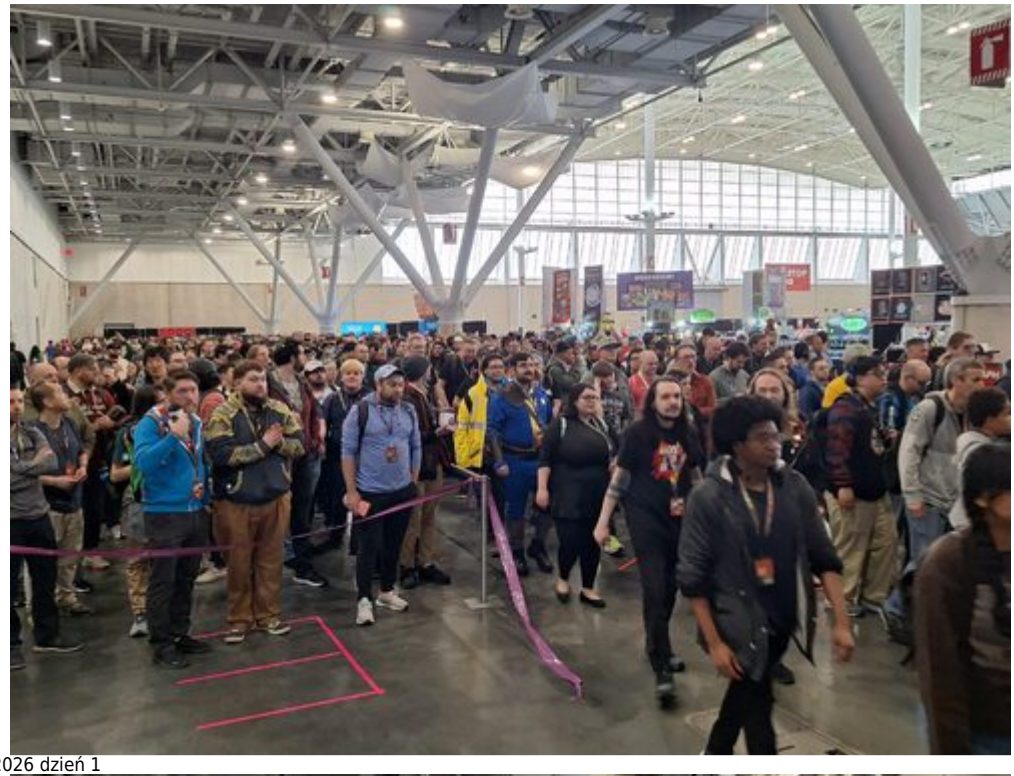

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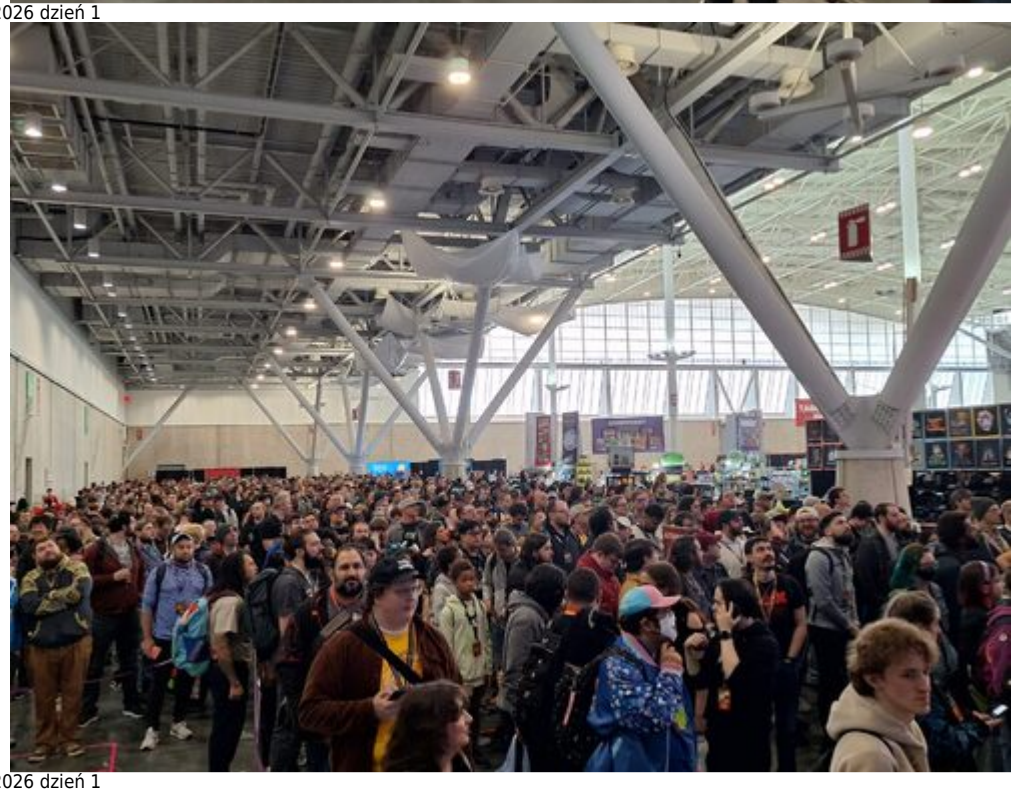

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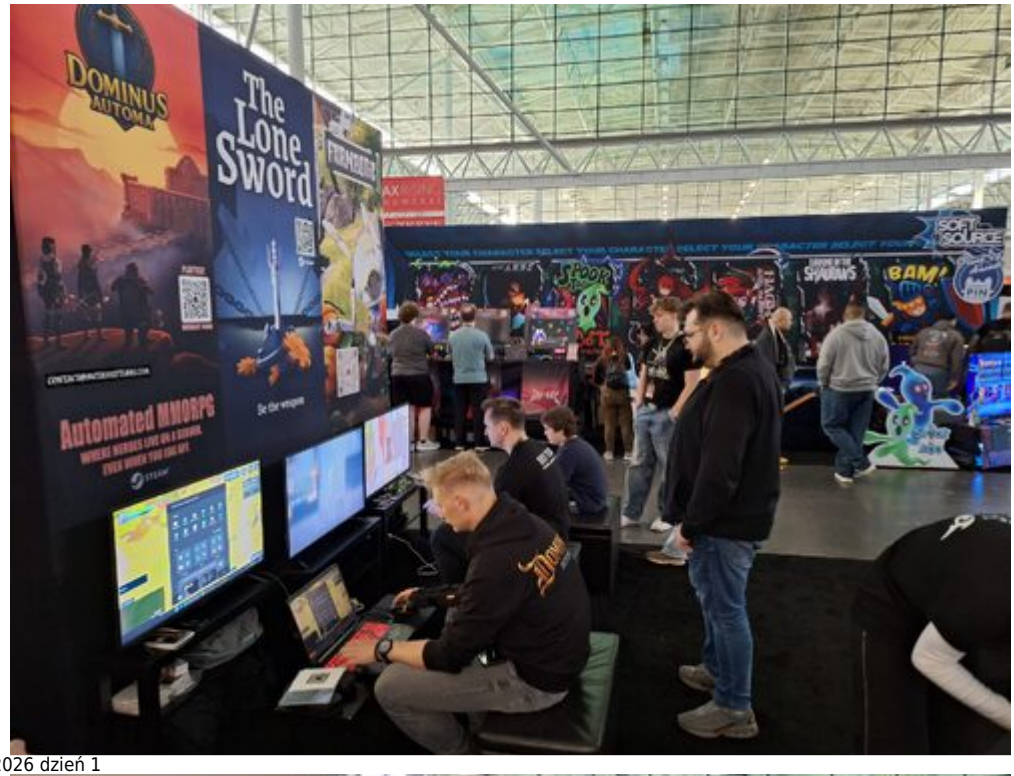

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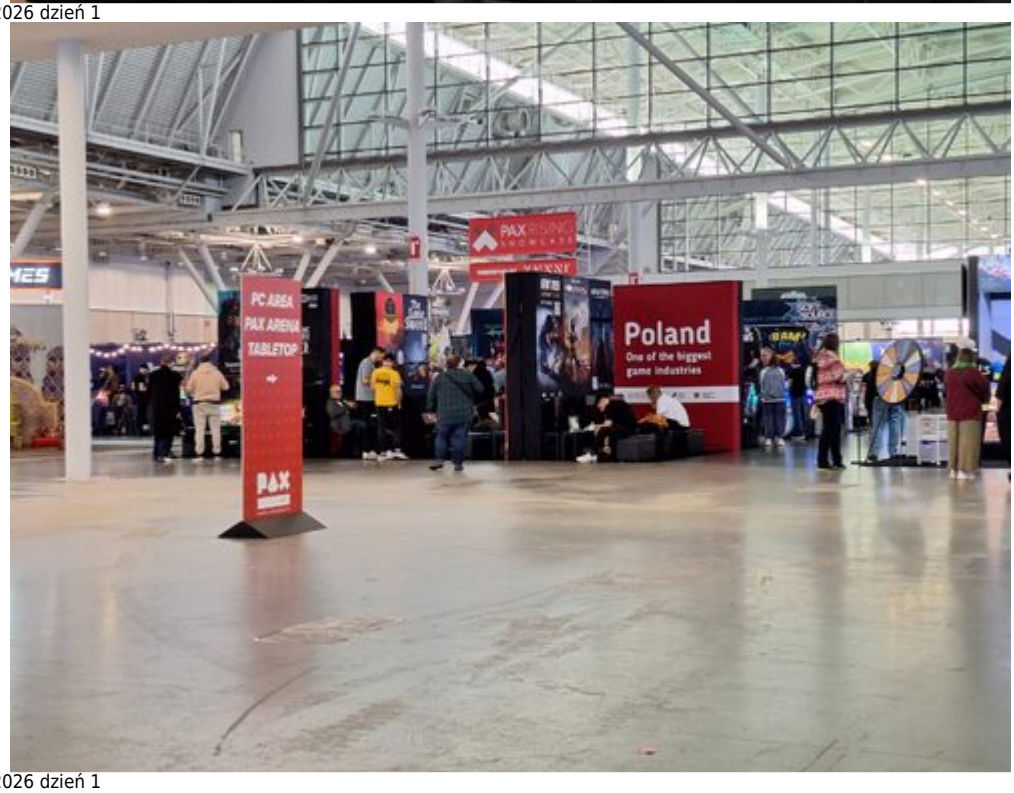

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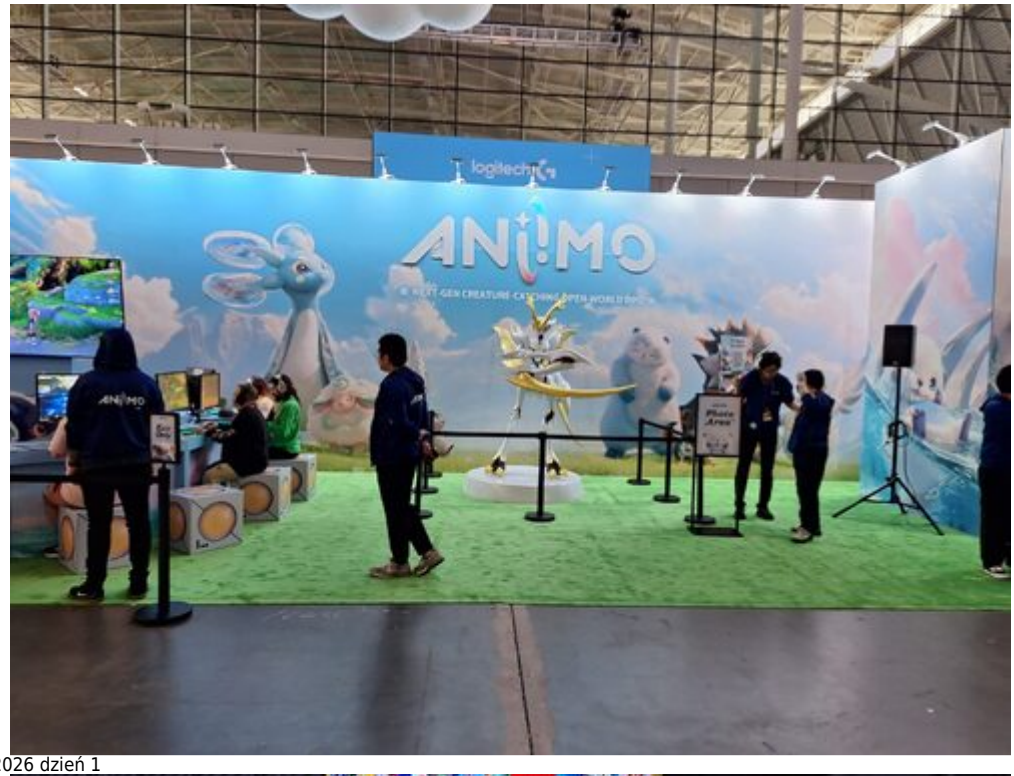

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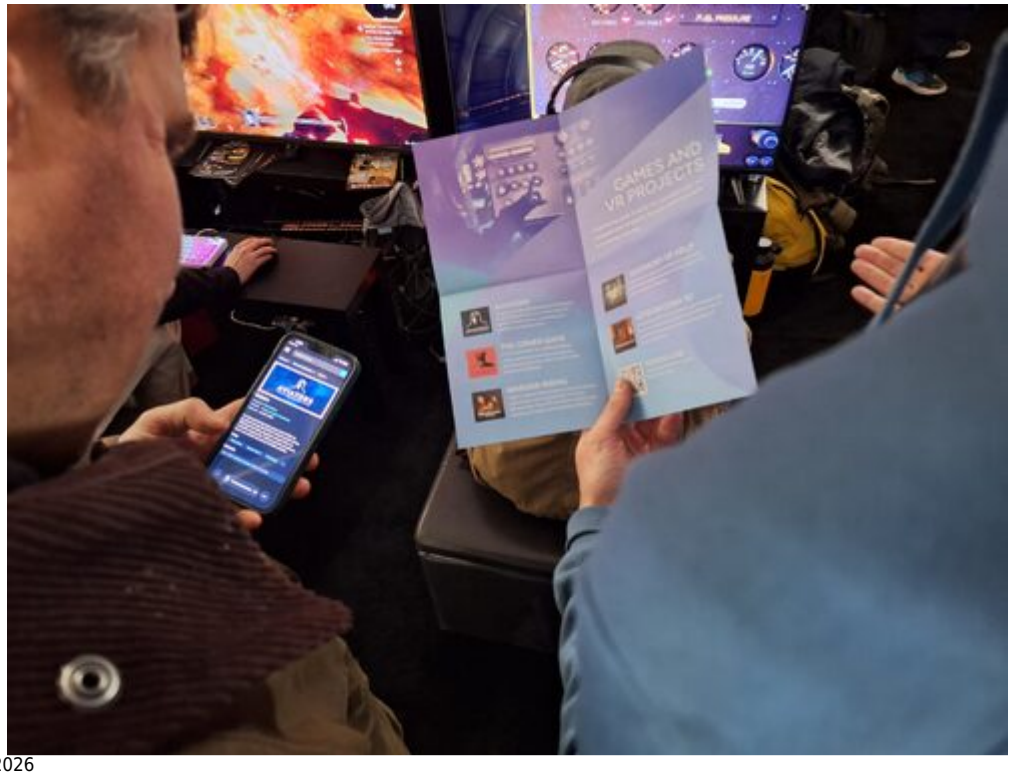

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