

Press release 2019 - 04

**Further innovation to enhance the customer journey:  
SunExpress offers Virtual Reality entertainment on selected flights this summer**

Frankfurt am Main, April 2<sup>nd</sup>, 2019 – Dive into a whole new world of on-board entertainment: SunExpress once again drives innovation and will be offering inflight entertainment via virtual reality headsets in several aircraft during summer season. The innovative concept was implemented together with the start-up Inflight VR and will be offered successively from the end of May onwards on flights departing from Antalya.

The virtual reality headsets will be available on board of the aircraft. For a fee of eight Euro they offer passengers a whole new 360-degree entertainment experience: From exciting blockbusters with private cinema feeling to entertaining destination clips and meditative relaxation videos. The complete entertainment contents are stored in the headsets so passengers just strap the glasses over their heads and lean back.

“With the introduction of VR entertainment, we write the next chapter in our innovation story” says Peter Glade, Chief Commercial Officer at SunExpress. “Our collaboration with Inflight VR gives us a flexible, cost effective and logistically sound solution. We are proud to be offering our passengers this possibility on selected flights departing from Antalya.”

SunExpress has a long-standing track record of driving innovation in the airline industry and working with start-ups. For instance, SunExpress is the world’s first airline to offer its customers the option of booking flights by voice command via Amazon Alexa. Besides that, the carrier just recently launched a cooperation with food delivery start-up Foodora to offer a unique choice of modern on-board menus on selected routes.

“We believe in the tremendous potential of VR to change the way passengers experience media, explore places and spaces, as well as in the added value and opportunities it creates for companies like SunExpress to interact with the customers in new ways and generate additional revenue streams”, says Raphael Baumann, Chief Commercial Officer of Inflight VR.

Bringing Virtual Reality on board of an aircraft requires a high level of technology integration application efforts: Providing flexible integration options while always taking into account cabin safety measures. Addressing concerns detrimental to the VR user experience. Protecting content. Generating revenue. These topics were tackled successfully by Inflight VR’s unique business and technology expertise.

It’s all about making Virtual Reality a business reality.

**About SunExpress**

As a holiday specialist, SunExpress has been offering non-stop connections between Europe and Turkey as well as to attractive holiday destinations in the Mediterranean, the Canary Islands, the Red Sea and North Africa for almost 30 years. The route network includes over 90 international destinations in 30 countries. With its fleet of modern B737-800 NG aircraft, the joint venture between Lufthansa and Turkish Airlines operates 1,800 weekly flights and carried almost ten million passengers in 2018. The airline, which has received numerous awards for its service, offers a comfortable flight experience at a low-cost price. With SunExpress Bonus, the holiday airline introduced a new program in 2018 which enables registered customers to collect and redeem bonus points for their flights.

**About Inflight VR**

Inflight VR is a limited liability company (GmbH) headquartered in Munich, Germany, with an operational office in Barcelona, Spain. Established in 2014, its multinational team of virtual reality software specialists has developed a unique concept enabling a seamless deployment of a fully immersive and high-quality Virtual Reality (VR) entertainment system on board aircraft and other transport vehicles, thanks to individual stand-alone VR headsets.

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**Inflight VR**

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