



Press Release 4/18

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**Inflight VR & Iberia further explore Inflight VR's virtual reality inflight entertainment system**

After successful tests earlier this year, both at the Madrid passenger lounge and during a return flight between Madrid and Tel Aviv, Inflight VR and Iberia are preparing further testing of the virtual reality inflight entertainment system. Inflight VR was one of the companies chosen to take part in the second Hangar 51 programme, a global start-up accelerator project launched by IAG to collaborate with disruptive companies that can revolutionise the aviation industry and improve customer experience.

“Being the first one to introduce a fully thought-through and motion sickness-free virtual reality IFE solution that allows for direct crew-to-passenger interaction makes us extremely proud”, says Inflight VR Founder Mr. Nikolas Jaeger. “Especially after having gone through a strict operational approval process, it was great to see our VR inflight entertainment system in action.”

The VR-powered IFE platform allows for many different third-party application integrations ranging from VR storytelling to destination-based content such as city sightseeing tours or tourist shopping. This platform can be much more than just a new version of an inflight entertainment. It actually has the potential to be an entirely new form of an IFE that is generating revenue for the airlines.

“At Iberia, we are working to enhance the experience of our customers from the time they book their tickets until they arrive at their destination and the use of new technologies such as VR is part of it. Additionally, it's one of the customer engagement initiatives included in phase 2 of our *Plan de Futuro*, as we aim to become a truly digital connected airline. It has been very positive to be able to test Inflight VR in our Premium Lounges at Madrid airport and on board our flights in this pilot project”, explains Iberia's Inflight Customer Experience Director, Melanie Berry.

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**Note to the editors:**

Inflight VR is a limited liability company (GmbH) headquartered in Munich, Germany, with an operational office in Barcelona, Spain. Established in 2014, its team comprises a number of multinational specialists in virtual reality software development, user experience experts, network and backend software specialists.

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