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Star Alliance deploys Inflight VR headsets in Business lounges

Starting with the business lounge in Paris at Charles de Gaulle airport, Star Alliance is offering virtual reality entertainment powered by Inflight VR in its business lounges at Paris Charles de Gaulle as of today and at Rome – Fiumicino airport later this month. An agreement was signed for an initial period of three months with the intention to use the VR system and offer this service across all Star Alliance lounges.

Star Alliance, which regroups 28 world airlines, decided to offer its lounge guests this new entertainment opportunity. Star Alliance lounge guests will thereby be able to enjoy all the benefits offered by virtual reality technology. These include various kinds of experiences in which the viewer can be fully immersed, as well as visits to exotic destinations, documentaries, short films and sports. And all as if they were “there”.

“We are very pleased to see an alliance like the Star one interested in offering its guests the benefit of Virtual Reality in their lounges” says Inflight VR CEO Moritz Engler. “This is a further demonstration of the versatility of our product which can be similarly used in the air and on the ground”.

The virtual reality devices, which have been deployed in flight with several airlines earlier this year, allow passengers to fully benefit from virtual reality on board airliners as well as in airport lounges, or in other moving vehicles (e.g. in buses). Thanks to a stand-alone virtual reality headset, viewers forget about the environment they are. They feel as being in a totally different, very spacious world - in a 3D cinema or in a real theatre, or visiting places of their choice as if live, or in an immersive game. The possibilities offered by the Inflight VR virtual reality headsets are almost infinite.

With Inflight VR, customers can also tailor the contents to their own specific requirements, while enhancing the ancillary revenue potential through partnerships with a network of advertisers and platform vendors.

Note to the editors:

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 team comprises of seasoned aviation industry professionals as well as of multinational specialists in virtual reality software development, user experience experts, network and backend software specialists.

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognized by numerous awards, including the Air Transport World Market Leadership Award and Best Airline Alliance by both Business Traveler Magazine and Skytrax.

The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Avianca Brasil, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAP Air Portugal, THAI, Turkish Airlines, and United. Overall, the Star Alliance network currently offers more than 18,800 daily flights to 1,317 airports in 193 countries. Further connecting flights are offered by Star Alliance Connecting Partner, Juneyao Airlines.

For more information please contact:

Moritz Engler moritz.engler@inflight-vr.com Mob: +49 151 229 55 290

Barbara Kracht barbara.kracht@inflight-vr.com Mob: +33 6 48 69 77 07

Markus Ruediger markus.ruediger@staralliance.com Mob: +49 69 963 75183

You can also visit our website: <https://inflight-vr.com/>