

Iberia Offers Virtual Reality on Flights

- In collaboration with Inflight VR, the airline plans to expand its in-flight entertainment options to include virtual reality and 3D content on board.
- The new service will debut on Iberia routes between Madrid and New York and Tel Aviv.

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Iberia and Inflight VR, a company specialized on applying virtual reality to the travel industry, have joined to incorporate VR technology on Iberia aircraft.

After a trial period, virtual reality devices will be available to passengers on the two daily Madrid-New York flights that Iberia operates with Airbus A350-900s, and on the daily Madrid-Tel

Aviv flight in an Airbus A330-200.

The second-generation Pico devices will be available for rent during flights. They will enable viewers to experience three-dimensional content in games, films, city travelogues, and documentaries, including dives into the depths of the Red Sea.

Nikolas Jaeger, founder and managing director of Inflight VR, said, "We think virtual reality has a great potential and it can change the air passenger experience as a part of the in-flight entertainment programme. The viewer is no longer a mere observer, but can take a stroll in the city he or she will be visiting, or simply relax before arriving at the destination."

Ignacio Toval, Iberia's Digital Transformation Director, added, "We learned about Inflight VR through Hangar 51, IAG's start-up accelerator programme. Since 2017, we've been working together to develop a VR solution that can offer a new experience to our customers. An important aspect of Iberia's digital transformation push lies in the incorporation of new technologies and digital innovation during the entire travel experience, from the moment they think about buying a ticket to arrival at the destination."

Iberia and Inflight entered into a six-month trial agreement. When the results are examined, a decision will be taken about expanding the service to other medium- and long-haul Iberia routes.

About Inflight VR: Founded in 2014, Inflight VR specialises in the **application of virtual reality to the travel industry**, and particularly in-flight applications. At its premises in Munich and Barcelona, it is developing the software for the entertainment programme that will allow the safe use of virtual reality devices in a variety of means of transport.

About Iberia: Iberia is the leading carrier on routes between Europe and Latin America and it flies to **135 destinations in 47 countries** in Europe, the Americas, Africa, Middle East and Asia. Together with its subsidiary Iberia Express and its franchise partner Iberia Regional/Air Nostrum, it operates about 600 flights each day with a fleet of some 140 aircraft. It offers easy and convenient connections at its hub in T4 in Madrid-Barajas airport. In 2016 and 2017, Iberia **was the world's most punctual airline** according to FlightGlobal Incorporating FlightStats, while it was awarded its 4th Skytrax star in 2017. The airline is a member of the **oneworld** alliance that operates more than 14,000 daily flights to some 1,000 destinations in more than 150 countries. For more information, please visit <http://grupo.iberia.es>

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