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"ON THE ROAD AGAIN" - VIRTUAL REALITY ON BUSES IN EUROPE

Collaboration between FlixBus and Inflight VR to bring immersive entertainment to travelers in France and Spain

Barcelona. Paris. July 9th– Following the success of the deployment of Virtual Reality (VR) headsets on bus routes in the United States FlixBus has partnered with Inflight VR to offer immersive entertainment to its passengers on three routes in and between France and Spain.

"Virtual Reality is one of the emerging technologies with the most potential at present. FlixBus has innovated in the world of transport from the moment it was born as a company, 6 years ago, and offer immersive virtual reality entertainment is another step in our desire to put technology at the service of our customers. Our collaboration with Inflight VR and its customized solution will surprise our passengers and make them enjoy the trip even more.", says Pablo Pastega, Managing Director FlixBus Spain & Portugal.

FlixBus is providing 15 devices for free on routes between Barcelona and Montpellier, Paris and Rouen and between Paris and Cabourg to get additional passenger insight on usage preferences before considering an expanded deployment of Inflight VR's solution.

"We believe in the tremendous opportunities VR provides for companies like FlixBus who push the envelope of their customers' travel experience. Our role is to make today's most emerging technology work. Our thorough approach addresses all technical, logistic, usability and rights management aspects to make this a seamless way for FlixBus to amaze their passengers and build a closer relationship to their brand", says Moritz Engler, Co-Founder and Chief Executive Officer of Inflight VR.

As a result, passengers can explore FlixBus city destinations, relax through guided meditation, climb Mount Everest, swim with whales in the Pacific Ocean or watch movies in their own movie theater - possibilities are nearly infinite.

"Having been the first company to launch a virtual reality flight entertainment solution for eight airlines, airport lounges and FlixBus US over the past year, we are very proud to see other sectors of mobility in different regions of the world beginning to adopt our services.", adds Raphael Baumann, Chief Commercial Officer of Inflight VR.

About FlixBus

FlixBus is a young mobility provider, offering new alternatives for convenient, affordable and environmentally-friendly travel via the FlixBus and FlixBus brands. Thanks to a unique business model and innovative technology, the startup has quickly established Europe's largest long-distance bus network and launched the first green long-distance trains in 2018 as well as a pilot project for all-electric buses in Germany and France. Since 2013, FlixBus has changed the way over 100 million people have traveled throughout Europe and created thousands of new jobs in the mobility industry. In 2018, FlixBus launched FlixBus USA to bring this new travel alternative to the United States.

Media contact:

Elena Compte
elena.compte@flixbus.es

About Inflight VR

Inflight VR is a business minded technology innovator founded in Munich, Germany, with the operational headquarter in Barcelona, Spain. Established in 2014, its multinational team of virtual reality experts has developed a unique solution serving transportation companies' business needs by enabling a seamless deployment of a fully immersive and high quality virtual reality entertainment system with ancillary revenue opportunities, thanks to individual stand-alone VR headsets. Inflight VR has been deployed on busses, airlines and lounges in Asia, Europe, the Middle East and North America.

Media contact:

Matthias Walther
matthias.walther@inflight-vr.com



