

Press Release 1/17

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### **Virtual Reality makes flying a dream again**

Virtual Reality: these two words seem at first glance to be in contradiction with each other. Yet technology enables nowadays a person to get the sensation of being fully immersed in a virtual and artificial environment, and interact in it as if in reality. The person sees, feels and hears the imaginary world as though it were real.

Currently, Virtual Reality (VR) is essentially used in gaming and other such activities, but has a much bigger potential. One of its obvious applications is on board of an airliner.

Munich (Germany) based Inflight VR Software GmbH has developed a system by which passengers will be able to benefit from virtual reality on board of a passenger aircraft. "I was cramped in a seat on a long distance flight a couple of years ago", says Inflight VR founder and co-CEO Nikolas Jaeger. "I'm tall and I just wished I could feel to be somewhere else. And that's how the idea of in-flight virtual reality came to me".

The virtual reality entertainment system can give passengers the perception of really being in a different environment. Thanks to the VR headsets, they can feel like being in a 3D cinema, or in a theatre or opera house, with all the space around them while listening to and watching their favourite concert, for example.

But virtual reality brings much more than just an improved in-flight entertainment system. The passenger can decide to visit the place he / she is going to travel to. "Imagine you want to get an impression of visiting San Francisco and driving over the Golden Gate Bridge", says co-founder and co-CEO Moritz Engler. "With our in-flight virtual reality goggles you can just do it. Or if you want to lay on a beach or do some scuba-diving on the Seychelles, you can as well".

The possibilities are infinite. There are relaxation programmes to help passengers get to sleep, forgetting where they are. They can visit a shopping mall and even buy something they fancy. Or, if included in the offering, they can play some selected games.

"With virtual reality, you forget you are in a confined environment in which you cannot move so much. Time just flies and you reach your destination without noticing", ads head of business development, Raphael Baumann.

"And you can also be sure there are no side-effects" ads Nikolas. "The one thing which was key to us in developing our in-flight virtual reality system was to ensure that the viewers will not suffer from motion sickness. Therefore, all experiences are carefully assessed and reviewed to this effect".

Depending on the airline, the headsets can either be handed out for free or at a fee by the cabin crew. Some experiences could be freely accessible, while access to others would be charged at a small fee, hereby generating ancillary revenue to the operator.

The installation of the in-flight virtual reality system into an airliner is very easy. It does not require any additional fixed hardware installations. The software with the VR contents can simply be linked to the existing IFE server and streamed onto the VR devices. Furthermore, all aviation safety related aspects have been taken into consideration, including ensuring that the all public address messages are well seen and heard by the passengers.

“Our Inflight VR system has already been satisfactorily tried and tested in airline service, and both airline and passenger feedback was enthusiastic”, says Nikolas. “It simply restores the dream of flying”, he concludes.

In the longer run, Inflight VR has the potential to replace the existing and cumbersome in-flight entertainment system.

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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 multinational team comprises a number of specialists in virtual reality software development, user experience experts, network and backend software specialists.

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