



Press Release 5/18

18th June 2018

Great interest in in-flight virtual reality at IATA AVARS Summit

Speaking at the International Air Transport Association (IATA)'s Aviation Virtual & Augmented Reality Summit two weeks ago in Geneva, Switzerland, Inflight VR co-founder & Managing Director Nikolas Jaeger stressed that the virtual reality (VR) product his company is providing is now fully mature and suited to become the next generation of on-board in-flight entertainment (IFE).

“The worst enemy for virtual reality is poor-quality content and hardware which generates negative secondary effects”, Nikolas Jaeger explained. “With a high-quality product as the one we are offering, there are none of these secondary effects. Being totally immersed in a virtual world, the passengers quickly forget they are in an aircraft cabin with restricted space. Their travel experience is thereby enhanced considerably.”

VR addresses 90 percent of the human being's senses, namely vision (70 percent) and hearing (20 percent). This allows a complete immersion into the virtual world the viewer is exposed to. Furthermore, in-flight virtual reality provides the airlines with the additional benefit of generating ancillary revenues through a series of branding and advertising opportunities, premium contents and sales through the integrated virtual store.

Inflight VR is now also offering a highly ergonomic headset which is totally “stand-alone” and autonomous as it does not require any connection to a screen or a server. “The headset contains the software in which all the VR contents are stored. This considerably simplifies its use by the passenger, but also its overall handling, eliminating, for instance, the need for any on-board maintenance. The headsets just need to be stored in a trolley and distributed individually – at a fee if required – to the passengers”, Nikolas illustrated. Also, the headsets have become truly affordable and are certainly much less costly than the current cumbersome IFE equipment.

Some 200 airline and VR specialist delegates attended the IATA AVAR Summit. The objective was to explore the potential applications of VR in the aviation industry. Airlines and media alike were all very enthusiastic about the Inflight VR offering.

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 multinational team of virtual reality, network and backend software specialists have developed a unique concept enabling the deployment of a fully immersive and high-quality Virtual Reality entertainment on board aircraft and other transport vehicles thanks to individual stand-alone VR headsets.

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