

16 September 2013 | [Operations](#) <sup>[1]</sup>

## **Virgin Australia Unveils the Future of In-Flight Entertainment** <sup>[2]</sup>

Virgin Australia has officially launched its new wireless in-flight entertainment system, representing a new era in the way travellers experience entertainment in the sky.

The entertainment platform is the first of its kind in the Asia Pacific region, giving customers the ability to stream content to their own devices, including smartphones, laptops and tablets, through in-built wireless technology on board.

Following a successful trial earlier this year, Virgin Australia is now extending the wireless innovation across its domestic and short-haul international network. Thirty-seven aircraft are now fitted out with the new technology, including aircraft operating on routes to New Zealand and the Pacific Islands, which went live today.

Virgin Australia Chief Customer Officer Mark Hassell said: “At Virgin Australia, we are passionate about customer experience, and that often means redefining travel.

“We know that in-flight entertainment is a key driver in customer satisfaction. Our research shows that around 90% of our customers travel with at least one smartphone, laptop or tablet<sup>1</sup>.

“We were instantly drawn to this technology because it represents a quantum change in the way entertainment is experienced in the sky. Our customers are the first in the region to be able to stream content to their very own personal device and the feedback we are receiving is fantastic.

“Wireless technology also gives us the freedom to constantly enhance the content and functionality, which is valued by customers who travel regularly on these short to medium-haul flights.

“With the origins of the Virgin brand in entertainment, there is no limit to the expertise and unique content we can leverage around the world to continually offer our customers the best entertainment in the sky”, Mr Hassell said.

The roll-out across Virgin Australia’s Boeing 737-800 and Embraer E190 fleet will be complete before the end of the year.

Since the trial started in August 2012, the App has been downloaded close to 200,000 times.

The wireless in-flight entertainment system supports Wi-Fi-enabled Apple iOS devices (iPad®;

iPhone®; iPod touch®), Android devices (phone or tablet) and Windows laptops. To access the system, download the free “In-flight Entertainment by Virgin Australia” App to your phone or tablet, or have the latest version of Microsoft Silverlight downloaded on your laptop.

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