



Backgrounder 2B

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## INFLIGHT ENTERTAINMENT

Singapore Airlines presents *KrisWorld*, the most advanced inflight entertainment system in the world, offering more than 1,000 on-demand options in all three classes, including movies, TV programmes, interactive games, audio CDs, hosted radio programmes and a variety of learning applications.

The Airline was the first in the world to launch Panasonic Avionics' eX2 inflight entertainment system in 2006, and will be the first to offer the next generation eX3 features on eight new Boeing 777-300ERs that will begin to enter service from September 2013. The Airline will also be the launch customer for eX3 on the Airbus A350.

To allow customers to better experience *KrisWorld*, LCD screens across all three classes on the new B777-300ERs have increased in size, from 23 to 24 inches in First Class, 15.4 to 18 inches in Business Class, and 10.6 to 11.1 inches in Economy Class. The conventional handsets have also been replaced with video touch-screen handsets in all classes.

Economy Class customers will also have the option to browse through the more than 1,000 on-demand entertainment options using the touch-screen seatback screen.

*KrisWorld's* new graphical user interface makes navigating through programmes and menus simple, with its improved dashboard. The functionality of the video touch-screen handset has also been integrated with the system's user interface to allow customers to multi-task among the varied entertainment options available. A "Quick Search" function also pulls up a playlist of entertainment choices available with a flick of the handset. In addition, the handset may be used as a touch-screen trackpad to navigate *KrisWorld*.

Young travellers can also choose "Kids' Mode", which allows them to access the cartoons, family-friendly movies and games directly from the *KrisWorld* dashboard.

The current *KrisWorld* system on Singapore Airlines' existing Boeing 777-300ER aircraft as well as on Airbus A380s and A330-300s, is powered by eX2. All programmes are presented on high-resolution wide-screen LCDs with crystal-clear audio. The A330-300 aircraft also feature iPod and iPhone connectivity.



Other features include sleek and compact handsets with intuitive controls, external USB ports, as well as *premium* active noise cancellation headphones from Bose and Phitek for Suites/First and Business Class customers, respectively.

## **Over 1,000 Entertainment Options**

- *KrisWorld* programming is specially designed and continually adapted to suit prevailing tastes and preferences of our customers. Customers can choose from an extensive variety of programmes including:
  - Over 250 movies ranging from the latest Hollywood blockbusters, to international fare like French, Italian and German selections, or Asian favourites such as Hindi, Tamil, Japanese, Korean and Chinese movies. Also included are classical and pop performances as well as stand-up comedies. Movie selection is refreshed every month to provide wider variety as well as to offer the latest entertainment options available.
  - More than 350 TV programmes including sitcoms, dramas, as well as magazine programmes on a variety of genres such as travel, learning, food, business and sports. Examples include ever-popular series like *CSI*, *Suits* and *Modern Family*, reality TV shows such as *Top Chef Masters*, and children's programmes like *Ben 10* and *the Sesame Street*. Travellers more interested in travel or learning can choose from non-fictional programmes like *Lonely Planet Six Degrees*, *Anthony Bourdain: No Reservations* and *Globe Trekker* etc.
  - A library of over 795 CDs featuring a diverse selection of music in different genres including contemporary Pop, Rock, R&B, Country, Asian as well as Jazz, Classical and World. Songs of the customer's choice can be selected and placed on a playlist for a customised music selection. Audio books on a variety of topics, including classic fictional titles provided by National Library Board, Singapore, are also available. *KrisWorld* also features top ten singles from the United Kingdom's Official Singles Chart from 1960 to 2012. Customers will be able to select top hits like *Tainted Love*, *Eye of the Tiger*, *Karma Chameleon*, or choose from famous singers from the likes of Michael Jackson and Lionel Richie to Phil Collins and Celine Dion, into a customised playlist for an uninterrupted trip down memory lane.
  - 22 different radio programmes. These special programmes feature a wide range of musical genres as well as audio channels programmed with the likes of *The Gramophone Magazine* and *Defected in The House*.
- On the next generation *Krisworld*, customers will experience greater personalisation with content recommendations based on passengers' preferences. They may also rate the movies, TV programmes and CD albums enjoyed on board.



- In line with Singapore Airlines' service culture, a new thoughtful feature has been introduced to provide customers uninterrupted enjoyment of *KrisWorld*. The new Notification Centre on the dashboard is where customers can find information relevant to the flight, reducing the number of onboard announcements.

## **Interactive Games**

- Singapore Airlines offers more than 80 interactive games on *KrisWorld*; it also takes full advantage of the enhanced processing and video capabilities of the system to introduce high-performance 3D games on an inflight entertainment system.
- Promising to bring hours of adrenaline-filled fun to both children and adults alike, the 3D games option on *KrisWorld* includes popular games such as Space Tripper and Think Tanks, which make their first appearances on an inflight entertainment system.
- In addition, *KrisWorld* offers a selection of popular games in various categories that have proven to be very popular among our customers, including Disney, multi-player, arcade, puzzle, sports, leisure as well as casino games.
- On the new eX3-powered *KrisWorld*, customers will also be able to enjoy popular touch-screen games.

## **Enrichment and Learning Applications**

A variety of learning and enrichment applications can be found on the *KrisWorld* eX3 system.

- Customers can choose to enrich themselves with Berlitz® Word Traveller, the fully interactive language-learning programme. The Berlitz® Word Traveller on *KrisWorld* offers a total of 23 of the world's most popular languages including Arabic, Cantonese, Danish, Greek, Hindi, Italian and Tagalog.

Learning programmes on business are also available. Culture Quest is an information application that provides cross-cultural tips for doing business in more than 10 countries.

## **Information and Travel**

- Customers unfamiliar with their destinations may wish to check out DK Travel Guides, which offers comprehensive information about major cities around the world.
- Those who wish to keep up to date on the happenings on the ground will be able to do so through Live News, which is provided by Channel NewsAsia.
- Flight path information by iXplor. Not only does the application provide the aircraft's position, flight path, as well as other associated information, it also provides more visual information in the form of high-resolution satellite images of the earth's surface with labels that identify country borders and geographical features. In the new *KrisWorld* eX3 system, customers will also be able to use iXplor to learn more about points of interest as they fly over them.
- Arrival and transit details may be found in the Connecting Gate section of *KrisWorld*. Useful information such as arrival gate, connecting gate and departure time will be available when the aircraft is nearing arrival to provide a smooth arrival and transit experience.

### **Inflight Connectivity**

Singapore Airlines launched In-flight Connectivity services in September 2012 as part of a US\$50 million programme to bring Internet and mobile data services to customers, even when flying at 35,000ft. Travellers can surf the Internet, send and receive emails on smart phones and other electronic devices, and send and receive SMS text messages with GSM-compatible mobile phones.

Twenty-three aircraft have been equipped to date<sup>1</sup>, and the service will be rolled out to the rest of the A380-800 and B777-300ER aircraft in the fleet by the end of this year.

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<sup>1</sup> Inflight connectivity service on the 23 aircraft is provided by OnAir. For the new B777-300ERs entering the fleet over the next two years, the service will be provided by Panasonic Avionics.