

## INFLIGHT ENTERTAINMENT

Singapore Airlines presents the new *KrisWorld* - the most powerful and advanced inflight entertainment system in the world.

Powered by the latest eX2™ inflight entertainment system (IFE) from Panasonic Avionics Corporation, the new *KrisWorld* offers more than 1000 on-demand options, as well as features never before seen in previous IFE systems.

Available to all three classes, the extensive selection includes more movies, TV programmes, interactive games, audio CDs and hosted radio programming, as well as a variety of learning applications.

Other features include larger, 1280 x 768 high-resolution screens across all three classes, sleek and compact handsets with intuitive controls, external USB ports, as well as custom designed *premium* active noise cancellation headphones from Phitek for First and Business Class customers. The new *KrisWorld* also serves as a personal media player, photo-viewer or PDF reader.

Singapore Airlines is the first in the world to launch the eX2 inflight entertainment system. The new *KrisWorld* can be found on Singapore Airlines' Boeing 777-300ER, Airbus A380, the all-Business Class Airbus A340-500, and the latest addition to the fleet – the Airbus A330-300. Both the A340-500 and A330-300 aircraft feature iPod and iPhone connectivity.

Customers travelling on Singapore Airlines' B747-400, and selected B777 can also enjoy up to 80 movies, 108 TV programmes, 180 CD albums and audio books, audio programming, as well as 55 of the most popular interactive games on the aircraft's *KrisWorld* that is based on Panasonic Avionics Corporations' S3000 and S3000i systems.

### **Over 1000 Entertainment Options**

- *KrisWorld* programming is specially designed and continually adapted to suit prevailing tastes and preferences of our customers. With the new eX2 system, *KrisWorld* now presents an unprecedented range of entertainment options,

catering to the interests of passengers from all over the world. Customers can choose from an extensive variety of programmes including:

- Over 140 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 to enthral you on your journey. We refresh our movie selection every month to provide a wider variety as well as to offer the latest entertainment options available onboard.
- More than 170 TV programmes including sitcoms, drama, 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*, *Glee* and *Modern Family*, reality TV shows such as *Top Chef Masters*, and children's programmes like *Ben 10* and *the Powerpuff Girls*. 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 740 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 customized music selection. Audio books on a variety of topics are also available. The new *KrisWorld* also features top ten singles from the United Kingdom's top hits from 1960 to 2010. 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 audio broadcast programmes. These include special programmes as well as audio channels programmed with the likes of *The BBC Music Magazine* and *Defected in The House*.
- All programmes are presented on high-resolution wide-screen LCDs with crystal-clear audio. The screen sizes are 23", 15.4" and 10.6" in Singapore Airlines' Suites (and B777-300ER First Class), Business and Economy Class respectively.
- As an enhanced audio and video on demand system (AVOD), the new *KrisWorld* offers customers greater interactivity that allows for even greater control and responsiveness. The attractive new graphical user interface makes navigating through programmes and menus simple. Customers can play, pause, rewind and resume at their convenience at any point of a video or audio programme.

## **Interactive Games**

- As the launch customer of the new eX2 system, Singapore Airlines now offers not just the world's largest suite of more than 80 interactive games on the new *KrisWorld*, it also takes full advantage of the enhanced processing and video capabilities of the system to pioneer the introduction of new high-performance 3D games on an inflight entertainment system.
- Promising to bring hours of adrenaline-filled fun to both children and adults alike, *KrisWorld* now offers 3D games options where popular games such as Space Tripper and Thinks Tanks make their first appearances on an inflight entertainment system.
- In addition, the new *KrisWorld* also offers a selection of popular games in various categories that have proved to be very popular among our customers, including Disney, multi-player, arcade, puzzle, sports, leisure as well as casino.

## **Enrichment and Learning Applications**

- Singapore Airlines continues to expand its selection of learning and lifestyle options on the new *KrisWorld*. Customers can now continue to enrich themselves even onboard with the wide range of learning applications.
- Customers can continue to pick up different languages with Berlitz® Word Traveler, the fully interactive language-learning programme. The Berlitz® Word Traveler on *KrisWorld* now 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.
- Soundview Executive Book Summaries® provides business people with concise eight-page e-summaries of more than 100 of the best business books ever written.

## **Information and Travel**

- Customers unfamiliar with their destinations may wish to check out Rough Guides, a comprehensive "neighbourhood by neighbourhood" guide covering a total of 25 destinations. Among the information provided are guides for local cuisine, and shopping.

- Flight path information is now presented by iXplor. Not only does the new 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.
- The Live Text News application offers news ranging from business to sports to weather from newswire Agence France Presse. The information is transmitted via satellite transmission on an hourly basis to ensure customers stay on top of the latest news.
- Customers will also be able to obtain arrival and transit details from the Connecting Gate section of *KrisWorld*. Useful information such as arrival gate, baggage belt, connecting gate and departure time will be available when the aircraft is nearing arrival to provide a smooth arrival and transit experience.

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