EMIRATES REVAMPS INFLIGHT TV WITH WORLD'S LARGEST SCREENS

News / Airlines



Emirates Airlines has introduced its new generation in-flight entertainment (IFE) system which features larger screens in First Class and Economy Class and three times the media storage.

The new products can now be found on Emirates' newly-delivered Boeing 777-300ER and Airbus A380 aircraft, the airline said in a statement.

Passengers travelling in First Class will have a more immersive viewing experience to look forward to with IFE screens increased from 27 to 32 inches - the 40 percent increase makes it the largest screen on any aircraft, the statement said.

Patrick Brannelly, Emirates' divisional vice president - customer experience, said:"We continually upgrade our fleet, as well as our products and services on board to ensure an unparalleled travel experience."

"In addition to the technology, Emirates also puts emphasis on curating our award-winning inflight entertainment system and we always aim to surpass industry benchmarks. Our new generation ice

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system elevates the viewing experience, and offers passengers the most comprehensive movie and TV selection on any airline."

Economy Class passengers will also see industry-leading sized screens at 13.3 inches which can also be found on Emirates' latest two-class configured A380. The Business Class screens, at 23 inches wide, remain one of the industry's largest for its class.

With three times the media storage on the new IFE system, ice Digital Widescreen now has 2,186 channels of on-demand entertainment and 1,230 music channels which amounts to about 4,300 hours of entertainment. This includes over 50 full TV box sets and close to 600 movies.

The enhanced system also features a multilingual interface in 14 languages.

Other new features on ice includes enhanced handset controllers, USB ports and PC power outlets on all seats across the three cabin classes to allow passengers to charge their own mobile phones and portable devices.

Emirates said its next generation IFE system is complemented with connectivity on board. The airline offers Wi-Fi on 142 aircraft, more than half of its fleet, and Live TV now on 75 aircraft.

Emirates began offering free Wi-Fi on board last year and has invested US$15 million to offer its passengers data connectivity in 2015.

From January to September this year, 2.6 million Emirates passengers connected to Wi-Fi on board - a four-fold increase from last year.

21 NOVEMBER 2015

SOURCE: ARABIANBUSINESS
ARTICLE LINK:
https://ut.50skyshades.com/news/airlines/emirates-revamps-inflight-tv-with-worlds-largest-screens

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