

## British Airways to trial VR entertainment

British Airways customers will be transported to their own 3D cinema in the skies as the airline exclusively trials a new virtual reality headset.

Until the end of 2019, customers travelling on selected BA117 flights from London Heathrow to New York JFK will be able to enjoy a selection of award-winning films, documentaries and travel programmes in 2D, 3D or 360° formats.



The headsets from VR eyewear specialists, SkyLights, allow customers to fully immerse themselves in 3D view regardless of the position they are sat in. The experience even works when they are lying fully flat.

British Airways is reportedly the first UK airline to trial the technology and has worked with experts to select a range of therapeutic programmes, including guided meditation and sound therapy, specifically designed for customers who have a fear of flying.

Sajida Ismail, head of Inflight Product at British Airways, says, “We are always looking at the latest technology to enhance our customers’ experience on the ground and in the air. Virtual reality has the power to revolutionise in-flight entertainment and we’re really excited to trial these new glasses as they should create a unique and memorable journey for our First customers”.

The AlloSky virtual reality headsets are designed by SkyLights, former alumni of British Airways' parent company IAG's Hangar 51 startup accelerator programme.

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