

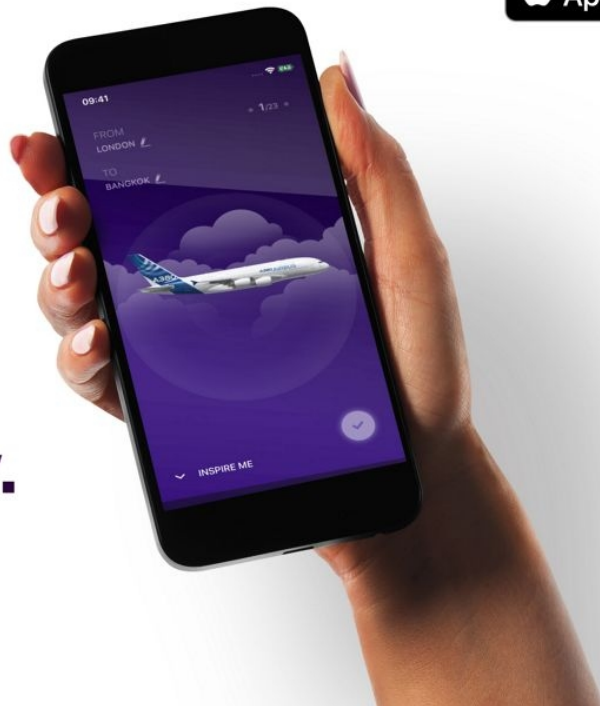


AIRBUS LAUNCHES IFLYA380 AUGMENTED REALITY IOS APP TAKING PASSENGERS' EXPERIENCE TO A NEW LEVEL

News / Manufacturer



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Passion for A380 and innovation come together for today's globe-trotters

Airbus has launched a new iflyA380 iOS app that takes advantage of Apple's latest technology to open the doors of its iconic A380 aircraft to more passengers worldwide. The new app enhances Airbus' existing iflyA380.com booking assistant with more choices, features and content and new possibilities to interact with the A380, including taking a sneak peek at the cockpit.

Customers today increasingly expect to design their own experiences and the app gives them the power to do so. Booking flights and staying updated with real-time notifications is just the beginning. Travellers will also enjoy a wide range of exclusive innovative services linked to the A380, including the option to explore destinations based on geolocation and personal interests and cabin discovery in virtual reality. They will also enjoy a connected and immersive in-flight experience based on an augmented reality feature.

“Response to the iflyA380.com website has been fantastic,” said Marc Fontaine, Airbus Digital Transformation Officer. “The iflyA380 app is a new step for Airbus towards offering digital services that directly benefit consumers and allow them to design their own experiences.”

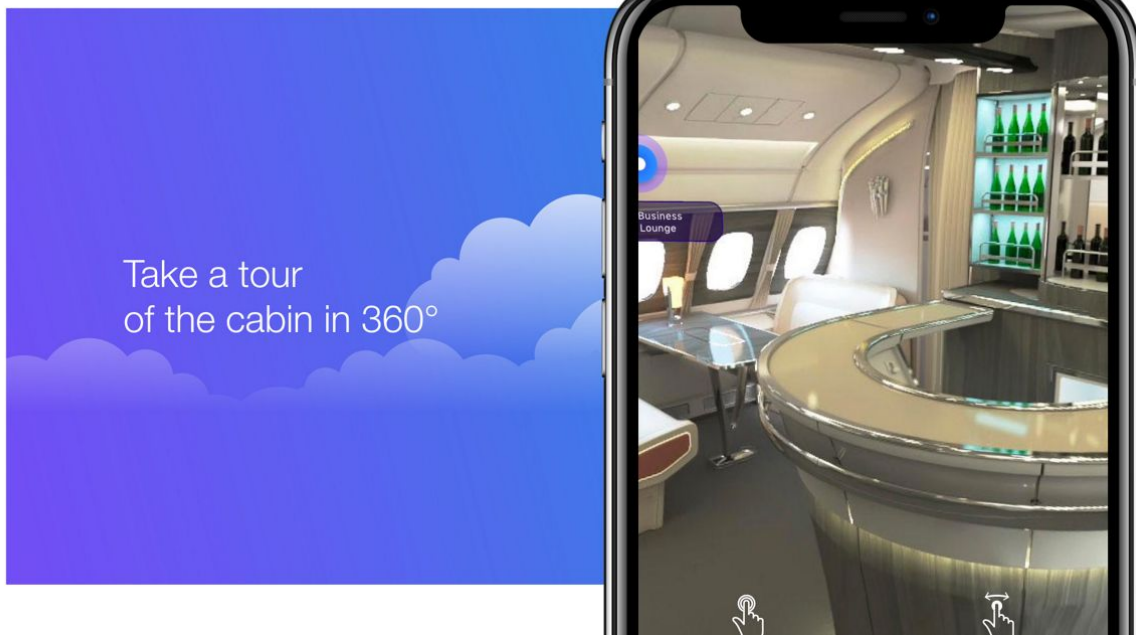
With this new app, Airbus is set to make the passengers’ favourite flying experience even more memorable, from travel inspiration to their final destination.

Useful links

Link to the booking assistant: www.iflyA380.com

Download the app now on the App Store: <https://itunes.apple.com/us/app/iflya380/id1276202010>

Find out more about iflyA380 App: <https://www.youtube.com/watch?v=5JGz8Ed4pfU>



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