

Name: Airline AR, VR & Mixed Reality.

Problem to be resolved:

Leverage AR, VR & Mixed Reality to give Customers and Emirates Sales team an Immersive experience to showcase Emirates Journey and Products close to Reality so that the selling & buying process is eased with conviction.

Background / Business context:

Global context- Emirates is a global airline, serving 155 airports in 83 countries from its hub in Dubai, United Arab Emirates. Operating the world's largest fleets of Airbus A380 and Boeing 777 aircraft, its main activity is the provision of commercial air transportation services. Emirates is the world's largest international airline.

A great story is seen and not told.

AR (Augmented reality), VR (Virtual reality) and MR (Mixed reality) are to be used to showcase the Airline's superior product's like Seat (Economy, Business & First), ICE (entertainment system), Skywards (loyalty program), CDS (Chauffer driven Cars), T3 (Terminal 3 the luxurious Airport), Lounges (First class & Business class), Aircraft (B777 and A380), Elapsed Time (Total time from A-C via Dubai Airport), World Class Cuisine, Multi-lingual cabin crew etc.

Selling from a price point is usually a bottle-neck and true value of a product is its differentiation. Sales team and direct Customers can visualise this differentiation with AR/VR.MR and thus Visual-Commerce is optimised to make an impact in the decision making process for a Customer directly or by the Sales team.

<https://www.emirates.com/ae/english/>

Click on

Experience

Inflight Experience

The Emirates Experience

<https://www.emirates.com/english/experience/seating/3d-seatmap/>

<https://www.youtube.com/watch?v=1a2W6PkjL0>

(Sample of an end to end journey. Pls be judicious)

The Product

1. **Elapsed Time:** Total time taken from Origin Airport to Destination Airport including transit time at Dubai Airport. You may use New York to Mumbai as an example. A quick visual interpretation would be useful with Aircraft type and time taken.

<https://www.youtube.com/watch?v=1a2W6PkjL0>

The Voyager 3D interactive map was created by Rockwell Collins for Panasonic Avionics Corporation and is based on various sources. The depiction of boundaries, geographic names and related data shown on this map are not warranted to be error free or nor do they imply an official expression of opinion or endorsement by Emirates.

2. **CDS (Chauffer)**

Although only valid for First and Business class you may showcase this. Enjoy our complimentary Chauffeur-drive service in over 75 cities worldwide – simply book online through Manage your booking at least 12 hours before your flight. We'll collect you from your door and drive you to the airport.

When you land, we'll be there to drive you to your final destination – whether that's to your home, office or to your favourite restaurant.

<https://www.emirates.com/ae/english/experience/chauffeur-drive/>

<https://www.youtube.com/watch?v=UZA2Z2li6nM>

Booking conditions

1. Only adult passengers are entitled to Chauffeur-drive service and one adult is entitled to one car.
2. Maximum capacity per sedan is two adults, with a total luggage limit of two suitcases plus one carry-on bag.
3. Your driver will wait for a maximum of 15 minutes after your scheduled pick-up time.
4. Additional charges apply if a larger vehicle or child or infant car seat is required.
5. If exceeding the mileage limit, a payment will need to be made in cash or by credit card directly to the driver for excess mileage.
6. Qantas codeshare flights operated by Emirates (with a QF flight number) between Asia and Australia/New Zealand don't offer Chauffeur-drive. If you'd like Chauffeur-drive, you must be booked on an Emirates operated flight (with an EK flight number).
7. Chauffeur-drive vehicle models are subject to availability.

Emirates Airline and BMW Group Partnership

Emirates has partnered with BMW Group to provide a fleet of luxury automobiles for its complimentary Chauffeur-drive service for Business Class passengers in the UAE. Emirates' Chauffeur-drive service is a complimentary ground transfer service available to customers travelling in First or Business class, whisking customers to and from the airport for a seamless travel experience. The service is available in over 75 Emirates destinations worldwide.

Chauffeur-drive around the world

You can book our convenient Chauffeur-drive service in over 70 cities. In each destination, we work with partners who provide high standard cars and knowledgeable drivers to take you within a set distance, which you can extend for an extra fee. Use the map above to see where you can enjoy our Chauffeur-drive service.

3. B777 and A380

<https://www.youtube.com/watch?v=OnalssBoA-4>

<https://www.youtube.com/watch?v=0P9a0KfONrU>

B777:

<https://www.emirates.com/ae/english/experience/our-fleet/boeing-777/>

Emirates operates the world's largest fleet of Boeing 777 aircraft. We fly these modern aircraft to nearly 100 cities on six continents, carrying millions of passengers across the globe each year:

- 298 million passengers since 2004
- 6 continents visited
- 12,940 km longest Boeing 777 flight (DXB - DFW)
- 1 billion + km flown
- 1 million + departures since 2004
- 349 km shortest Boeing 777 flight (DXB - MCT)
- 155 Boeing 777 in our fleet
- 126 Boeing 777 pending delivery

Interesting facts about Our Boeing 777:

- is the world's largest twin-engine jet
- is also called Boeing's seventh wonder
- has 3 million parts provided by more than 900 suppliers

| Aircraft Specifications B777-300ER | | Engine B777-300ER | |
|------------------------------------|--|-----------------------|--|
| Passenger capacity | 3 class - 364 / 358 / 354 passengers 2 class - 427 / 442 passengers | Engine | GE90-115BL1 |
| Wingspan | 212 feet 7 inches / 64.8 meters | Thrust | 115,540 pounds |
| Length | 242 feet 4 inches / 73.9 meters | Maximum range | 7,880 nautical miles / 14,594 kilometers |
| Height | 61 feet 5 inches / 18.6 meters | Cruising speed (Mach) | 0.84 |
| Cabin width | 19 feet 3 inches / 5.86 meters | Cruising altitude | 43,100 feet |

| Aircraft Specifications B777-200LR | | Engine B777-200LR | |
|------------------------------------|---------------------------------|-----------------------|--|
| Passenger capacity | 3 class - 266 passengers | Engine | GE90-110BL1 |
| Wingspan | 212 feet 7 inches / 64.8 meters | Thrust | 110,760 pounds |
| Length | 209 feet 1 inch / 63.7 meters | Maximum range | 9,420 nautical miles / 17,446 kilometers |
| Height | 61 feet 9 inches / 18.8 meters | Cruising speed (Mach) | 0.84 |
| Cabin width | 19 feet 3 inches / 5.86 meters | Cruising altitude | 43,100 feet |

BOEING 777 Game Changer

<https://www.emirates.com/ae/english/experience/our-fleet/gamechanger/>

First Class: Step into the First Class cabin, and let the ambient glow of the UAE's national tree light your way to one of six exclusive private suites. Close the floor to ceiling doors of your private suite, set the mood with your personal lighting and temperature controller, and enjoy the freedom to dine, sleep and be entertained on your terms. Recline your seat to the zero gravity setting and find your body's natural resting position. Enjoy ultimate comfort throughout your flight. Take in the view, even if you're in a middle suite. Open your virtual window to enjoy HD projections of the outside world. Or use the binoculars to explore the skies.

Business Class: Our new Boeing 777 Business Class seats are designed for enhanced support and optimal comfort. Use the touchscreen controller to glide your seat into a fully horizontal position, with plenty of room to stretch out.

Economy Class: Let the clean champagne tones and calm ambience of our newly designed Economy Class cabin help you feel contented throughout your flight.

A380:

<https://www.youtube.com/watch?v=tx0gMidbjvI>

<https://www.emirates.com/ae/english/experience/our-fleet/a380/>

The Emirates A380: From Private Suites and Shower Spas in First Class to flat-bed seats in Business Class to extra room and custom lighting in Economy Class, and inflight Wi-Fi throughout the A380:

- 50 destinations
- 105 million passengers since 2008

- 73 airports visited
- 14,193 km longest Emirates A380 flight (DXB - AKL)
- 1 billion + km flown
- 115,700 + return flights
- 1,700 km shortest Emirates A380 flight (DXB - JED)
- 115 A380 in our fleet
- 8 A380 pending delivery

Interesting facts about The Emirates A380:

- weighs between 510 and 575 tonnes
- is as long as 2 blue whales and as tall as 5 giraffes
- has 4 million parts

Aircraft specifications

| Aircraft Specifications | | Engine | |
|-------------------------|---|-----------------------|---|
| Passenger capacity | 3 Class (long-range) - 517 passengers 3 Class (ultra long-range) - 489 passengers 2 Class (long-range) - 615 passengers | Engine | GP7200 |
| Wingspan | 261 feet 8 inch / 79.8 meter | Thrust | 70,000 pound |
| Length | 238 feet 6 inch / 72.7 meter | Maximum range | 8,000 nautical miles / 15,000 kilometer |
| Height | 79 feet 7 inch / 24.1 meter | Cruising speed (Mach) | 0.85 |
| Cabin Width | Main Deck: 21 feet 7 inch / 6.58 meter, Upper Deck: 19 feet 5 inch / 5.92 meter | Cruising altitude | 43,100 feet |

Indulge in a refresh: There’s nothing quite like a rejuvenating shower to leave you feeling inspired. Prepare for your arrival in our A380 Shower Spa, using our selection of Bvlgari toiletries and signature Timeless Spa products. Once you’ve finished pampering, replenish your energy with one of our detoxifying fresh juices. Just the boost you need to feel ready to take on the day.

Master the art of me-time: Slide the privacy doors closed and unwind in your own world. Enjoy a glass of exclusive wine or champagne, or help yourself to your personal mini-bar. Turn down the ambient lighting, choose your entertainment, and relax in your private cinema. Convert your seat into a fully flat bed with a mattress and drift into a restful sleep. Your vanity table and mirror help you prepare for the day ahead.

A new shared experience on board: Relax in a sleek seating arrangement in our A380 Onboard Lounge. Enjoy a selection of treats, kick back with a cocktail or indulge in global conversation with fellow passengers.

Arrive inspired: Whether you’re flying to your next meeting or enjoying your latest adventure, travelling in Business Class helps you arrive inspired. You’ll find thoughtful extras in Business Class that mix stimulation and relaxation to help you cultivate your passions in your own way.

4. On Board Product's

<https://www.youtube.com/watch?v=tx0gMidbJvI>

<https://www.youtube.com/watch?v=yZgAJpULfW4>

<https://www.youtube.com/watch?v=MITnGC2IZVI>

<https://www.youtube.com/watch?v=PVVXBbcN5c>

Wi – Fi

<https://www.emirates.com/english/experience/inflight-entertainment/onboard-wifi/>

Stay connected with family and friends with two hours of free text messaging on WhatsApp, iMessage, Facebook Messenger, Viber Chat or WeChat. Or you can use 20MB of data for free within two hours of login. Simply log in to our OnAir onboard Wi-Fi and choose how you want to connect with your loved ones. You can also choose from our data plans if you would like to check your social media, send emails or browse your favourite sites. And if you're an Emirates Skywards member, you can continue to enjoy free or discounted Wi-Fi throughout your flight depending on your membership tier.

Inflight airshow

<https://www.emirates.com/english/experience/inflight-entertainment/>

Follow your flight's progress on our moving map, and see the world from 40,000ft with our external cameras. Get weather, news and sport reports and information about your flight to your screen. You can listen to your music, radio or podcasts uninterrupted while you explore.

Dining

Every flight is a destination in itself when you Fly Better. Savour delicious meals and beverages on board.

<https://www.emirates.com/english/experience/dining/>

This January 2020, we're bringing the most delicious plant-based meals to the skies, as we jump on board for Veganuary. Inspired by a blend of cuisines and flavours, our vegan dishes include tasty shitake ravioli, sumptuous bean chilli, and spicy tofu stir fries. Whether you're a veteran vegan, or just trying something new, you'll find an option on the menu on all Emirates flights from Dubai to USA, Europe, the UK, Australia, New Zealand, Russia, South Africa, and Addis Ababa. And if you want to carry on after January, we always have a vegan option available if you order in advance.

5. Skywards (Loyalty Program)

Our award-winning frequent flyer programme costs nothing to join and will change the way you see the world forever. It's simpler than ever before to apply and begin collecting more Miles more quickly in even more ways. Membership gives you the chance to earn and spend Miles with Emirates and flydubai, as well as with our wide selection of partners. Enhance your travel experience with benefits and services that make every trip more rewarding.

<https://www.emirates.com/ae/english/skywards/about/skywards.aspx>

https://www.youtube.com/watch?v=rAddFX_5PdU

Earning Miles

Earning Miles quickly is naturally one of the things our frequent flyers really care about. Earn both Tier Miles and Skywards Miles on Emirates and flydubai flights, even on special offers. You can also earn Skywards Miles on flights with our growing alliance of partner airlines, and with exclusive offers from our global partners in hospitality, car hire, finance, lifestyle and retail.

<https://www.emirates.com/ae/english/skywards/about/earning-miles.aspx>

Spending Miles

The best part about earning Miles is deciding how to spend them, and it won't take you long to reach exciting rewards. You could earn enough Miles for an upgrade after just one long-distance trip. As well as reward flights and upgrades on Emirates, you can spend your Miles with flydubai and our worldwide partners. Choose from flights with our partner airlines, luxury hotel stays, fun-filled family days out,

or even tickets to a wide range of sporting and cultural events across the globe. Your Miles are valid for three years, so you'll have plenty of time if you want to save up for something really special.

<https://www.emirates.com/ae/english/skywards/about/spending-miles.aspx>

Membership Tiers

- Build up your Tier Miles by flying with Emirates or flydubai on any fare type and enjoy the benefits of Silver, Gold and Platinum status.
- Frequent flyer privileges get even better as you move up the tiers, so you can look forward to even more benefits like Emirates lounge access and priority check-in.

In addition to earning Miles for your next reward, there's plenty to look forward to as an Emirates Skywards member when you fly with Emirates and flydubai. As soon as you join, you can take advantage of our member services to streamline planning and enjoy a seamless journey. As you move up tiers, you'll find more and more to enjoy about every trip, from lounge access at the airport, to instant upgrades on board and priority luggage delivery at your destination.

<https://www.emirates.com/ae/english/skywards/about/membership-tiers/membership-benefits.aspx>

'My Family' programme

Whenever you fly with Emirates or flydubai you can choose to contribute some or all of the Skywards Miles you earn into your My Family account. Any remaining Miles will go into your individual Emirates Skywards account.

- Combine your Miles. Pool your Skywards Miles into one account and reach rewards faster.
- Enjoy faster bookings. Add your family's details and save time when you book.
- Spend more time together. Redeem your Skywards Miles for flights for your family. *Flight upgrades will be available online soon.

https://www.emirates.com/english/emirates-skywards/family-benefits?utm_source=youtube&utm_medium=social+media&utm_campaign=youtube_My%20Family%20launch

<https://www.youtube.com/watch?v=dAycWekT-H4>

Business Rewards Programme

<https://www.emirates.com/english/business-rewards/>

With Emirates Business Rewards, your organisation earns Points on all your business travel, which you can spend on future flights or upgrades on Emirates. Our rewards are flexible so you can choose any fare type, on any flight, in any class*. Subject to availability. The number of Points you'll need for a reward will depend on seat availability and the fare on that day. Manage all your travel in one place and get the most out of your corporate travel budget with easy reporting on Points earned, rewards booked, top routes and more.

You can join Emirates Business Rewards no matter how many people are in your organisation, as long as you're a registered company or organisation. Sign up online in a few easy steps, and then your Programme Administrator can start booking flights straight away. Or you can book through Emirates Contact Centres and Ticket Offices or via your preferred travel agent. Whenever your employees fly with Emirates, in any class, we'll automatically credit your organisation's account with Business Rewards Points. Just make sure you quote your membership number when you book.

6. ICE (On-board Entertainment)

Fly better with over 4,500 channels on our award winning inflight entertainment system ice. Follow your flight's progress on our moving map, and see the world from 40,000ft with our external cameras. Get weather, news and sport reports and information about your flight to your screen. You can listen to your music, radio or podcasts uninterrupted while you explore.

<https://www.youtube.com/watch?v=gVW-6E3hf8w>

7. Terminal 3 Airport

All our flights arrive or depart from here on their journey around the world. Whether you're flying out, staying in Dubai, or just travelling through, you can expect a smooth and memorable experience that helps you make the most of your downtime. Dubai International Airport Shuttle service in Dubai at Emirates Terminal 3 & 1, to and from the airport. Baggage services including Delayed damage baggage. Visa and passport services, USA travel authorisation, on arrival UAE visas, Airport Hotel & Retail Therapy along with Lounges.

<https://www.youtube.com/watch?v=5TRTNJjpxyY>

https://www.youtube.com/watch?v=Jd_kQq8w1kM

<https://www.dubaiairports.ae/corporate/media-centre/fact-sheets/detail/dubai-airports-terminal-3>

8. Lounges

Emirates Lounge access is exclusive to customers flying in First Class or Business Class. If you're an Emirates Skywards Gold member travelling in Economy Class, you can also enjoy access to our Business Class Lounges around the globe and Silver members can enter our Business Class Lounges in Dubai. You'll just need your boarding pass, and you can come and go as you please before your flight – they're all open 24 hours a day.

First Class Lounge - Savour gourmet cuisine and our full-service bar, keep tabs on the news or indulge in a treatment at the Timeless Spa. Shop luxury brands in our in-lounge duty-free boutique.

Business Class Lounge - Make the most of your downtime. Enjoy a pampering treatment at the Timeless Spa or freshen up in our private shower spas.

Worldwide Lounges - Enjoy First Class convenience in our exclusive worldwide lounges in over 30 airports. Indulge in a delicious meal, take a shower, or catch up on business.

<https://www.youtube.com/watch?v=U9-JVr29jOA>

<https://www.youtube.com/watch?v=MG8QLvVBuY>

https://www.youtube.com/watch?v=-5Cl1hS_PGM

9. General Guided AR/VR in Aviation

From First Class through to the Business and Economy Class cabins, all along the walkways, in the washrooms and galleys, the latest Emirates 777 aircraft boasts a multi-million dollar upgrade that includes newly-designed seats and upgraded inflight entertainment systems in all cabins

The latest Emirates 777-300ER aircraft with these new features will enter commercial service on 1st December 2017, making its debut on flights to Geneva and Brussels. Private suites in the middle row have virtual windows, allowing customers to admire the view regardless of which suite they are in. On

long haul flights, Emirates presents specially designed amenity kits with Augmented Reality (AR) technology making it the world's first interactive kit bags.

<https://www.youtube.com/watch?v=r8AfTNEfjTKE>

<https://www.youtube.com/watch?v=VdDzaNIGSmk>

<https://www.youtube.com/watch?v=fH2wRa3JdeM>

<https://www.youtube.com/watch?v=fqJ0jF5GxXs>

<https://www.youtube.com/watch?v=Vf59Ntpt9vk>

<https://www.youtube.com/watch?v=zohRwHzu9gA>

<https://www.youtube.com/watch?v=zD1bsl3AEel>

<https://mashable.com/article/ar-klm-airlines-luggage-size-app/>

The End