

## Singapore Airlines and Travelport Digital win Best 'On-Board Experience' with IFE Companion App at ATW Awards in New York

29 March 2017



*The coveted Air Transport World (ATW) Award was presented to Singapore Airlines for the innovative In-flight Entertainment (IFE) Companion App available on the Airline's smartphone and tablet app and which was the first worldwide mobile integration with the Panasonic IFE system.*

Singapore and Dublin, Ireland - Travelport Digital and Singapore Airlines were announced winners in the category of 'Onboard Experience' at the ATW Awards which took place in New York on March 28th.

The ATW Airline Industry Achievement Awards recognize excellence across a broad range of airline operations and are widely considered as the most coveted in the air transport industry. Singapore Airlines was selected by ATW's editorial board in recognition of the introduction of a slick companion app for in-flight entertainment (IFE) to enhance the flying experience and engage the Airline's guests with innovative digital services. The IFE companion app, available on iOS and Android tablet devices and smartphones and a world first integration with the Panasonic IFE SDK, was introduced so that guests can personalize their in-flight entertainment preferences via their own tablet and smartphone devices both on and off the aircraft.

ATW Editor-in-Chief Karen Walker said, "Singapore Airlines has demonstrated a great understanding of the needs of today's ultra-connected traveler who wants to interact with their

airline on their preferred device, which is increasingly a mobile device. The IFE Companion App enables guests to experience the Airline's in-flight entertainment system, *KrisWorld*, before they even board the aircraft via their smartphone or tablet. It is an excellent showcase of great customer service and digital innovation."

"With the proliferation of personal mobile devices, this innovation helps to enhance the in-flight entertainment experience for our customers," said Singapore Airlines Senior Vice President Product and Services, Mr Marvin Tan. "It offers more information and greater control both on the ground and in-flight, and we are excited to be the first airline in the world to offer such an application to our customers."

The companion app is the first of its kind to integrate fully with the Panasonic in-flight entertainment system, providing travelers with greater control over their IFE experience. Prior to boarding, travelers can access the app via their devices to view movie trailers and schedule their favorite films, music and TV shows in advance of their flight. Once on-board, the companion app links with the seatback screens, allowing Singapore Airlines' guests to continue their *KrisWorld* experience by viewing their entertainment choices on their personal device and enlisting additional IFE options as needed. Guests can use their tablets as a remote control to pause, play, or skip through IFE content. The app can also be used as second screen, enabling them to browse the media library and access real-time information on the flight progress and flight path, without needing to interrupt their movie.

Commenting on the award win, David Moran, CEO of Travelport Digital in Dublin said: "We are delighted to receive a highly respected ATW Award along with Singapore Airlines. We are very proud of the Singapore Airlines' IFE Companion app which drives greater engagement with Singapore Airlines' guests throughout their journey and empowers them with greater control of the onboard experience. We believe personalized customer engagement with great mobile services is an important differentiator for airlines and we continue to work with Singapore Airlines in bringing new, innovative mobile services that enable a smooth, stress-free and enjoyable travel experience."

## About Travelport Digital

Travelport Digital, part of Travelport, was established to heighten Travelport's strategic focus on the fast-growing digital economy within the global travel industry. The formation of the organisation builds on Travelport's investment in Travelport Locomote, a corporate travel management platform, that empowers travel managers to manage entire business trips and ensure program efficiencies, and its acquisition in 2015 of MTT. MTT, now known as Travelport Digital, is the leading provider of mobile solutions to the travel industry that drive personalized customer engagement via mobile pre, during and post trip.

Travelport Digital focuses on customer-centric travel solutions, leisure and business, that drive end-traveller engagement leading to increases in customer value, loyalty and revenue.

For more information about Travelport Digital, please visit [www.digital.travelport.com](http://www.digital.travelport.com)

## About the ATW Awards

Established in 1974 to recognize excellence in the air transport industry, the ATW Airline Industry Achievement Awards are the most coveted honor an airline or individual can receive. They are bestowed upon individuals and organizations that have distinguished themselves through outstanding performance, innovation and superior service.

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For more information, please visit <http://award.atwonline.com/at17/Public/Enter.aspx>

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