



WORLD FIRST METAFBO PRIVATE TERMINAL - JETEX

News / Business aviation



Jetex introduces first-ever MetaFBO private terminal – inviting website visitors on a virtual journey of discovery. Jetex entered the metaverse by launching a highly innovative virtual reality experience for visitors to its website. The metaverse is a digital space that allows platforms using augmented reality (AR) and virtual reality (VR) to create immersive audience experiences like never before, and it's about to revolutionize how we interact online. Visitors to the Jetex website can now virtually tour and navigate the flagship Jetex private terminal, its various lounges and facilities, as well as discover the award-winning hospitality and private jet cabin interiors by using their own personal electronic devices. Jetex is also the first global private aviation brand to introduce a virtual guest service executive offering an interactive customer experience.

Adel Mardini, Founder & CEO of Jetex, commented: "With physical boundaries being challenged by the metaverse on an increasingly larger scale, we are thrilled to embrace a technology which

enables all travel enthusiasts to enjoy a unique immersive experience of our award-winning products and services. Our status as the first private aviation brand to introduce a virtual guest service executive is testament to our desire to innovate and delight our customers at every moment of their journey.”

For the first time, both private jet connoisseurs and new affluent travelers can discover all the benefits of flying private ahead of their next trip. For Jetex, it means greater customer reach and engagement. The experience was developed using some of the world’s most advanced real-time 3D development tool that allows creating high-fidelity digital humans.

Jetex is the first global private aviation company to introduce a virtual guest service executive, featuring a real human model cast in the 3D space. It offers an interactive customer experience through engagement with the user, taking them on a virtual journey of discovery, while presenting the unique features both in the private terminal and onboard a private jet through a narrated script.



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