# EMIRATES UNVEILS NEW GENERATION IN-FLIGHT ENTERTAINMENT SYSTEM

**News / Airlines**



**Emirates** introduced its **new in-flight entertainment** (IFE) system on its Boeing 777-300ER and Airbus A380 aircraft.

The latest features include larger screens in First Class and Economy Class and three times the media storage — offering passengers an even greater choice of content on board.

Passengers travelling in First Class will have a more immersive viewing experience to look forward to with IFE screens increased from 27 to 32 inches — the 40 per cent increase makes it the largest screen on any aircraft.

“We continually upgrade our fleet, as well as our products and services on board to ensure an unparalleled travel experience. In addition to the technology, Emirates also puts emphasis on curating our award-winning inflight entertainment system and we always aim to surpass industry benchmarks. Our new generation ice system elevates the viewing experience, and offers

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passengers the most comprehensive movie and TV selection on any airline,' said Patrick Brannelly, Emirates' Divisional Vice-President – Customer Experience.

Economy class passengers' in-seat screens have 13.3 inches while the business class screens have 23 inches.

With three times the media storage on the new IFE system, ice Digital Widescreen, now has 2,186 channels of on-demand entertainment and 1,230 music channels which amounts to about 4,300 hours of entertainment.

This includes over 50 full TV box sets and close to 600 movies. Reflecting Emirates' global and diverse customer base, the enhanced system also features a multilingual interface in 14 languages.

Other new features on ice includes enhanced handset controllers, USB ports and PC power outlets on all seats across the three cabin classes to allow passengers to charge their own mobile phones and portable devices.

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