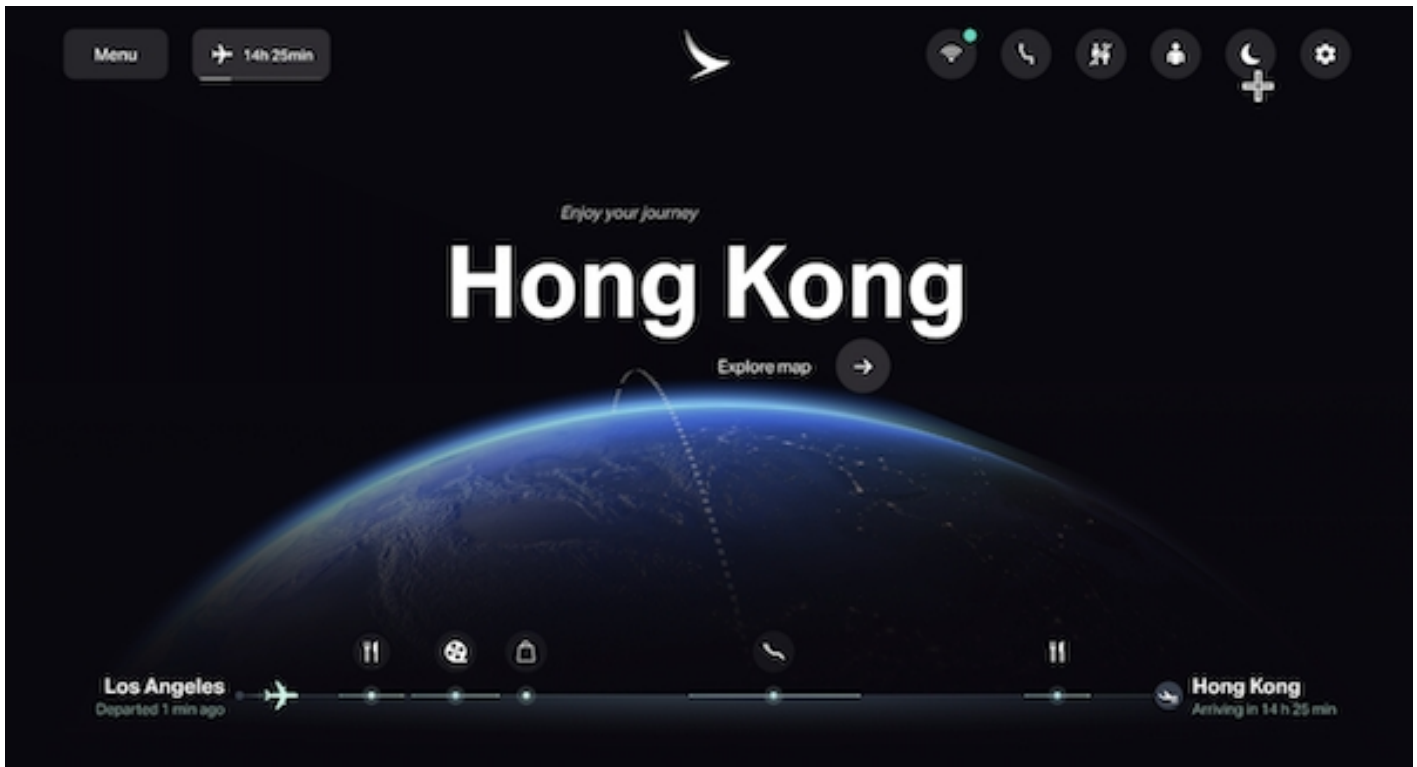


# FLIGHTPATH3D REINVENTS FLIGHT JOURNEY EXPERIENCE ON CATHAY PACIFIC

News / Airlines



**FlightPath3D and Cathay Pacific have collaborated to launch a groundbreaking experience that seamlessly blends flight tracking with Cathay Pacific inflight entertainment. Called “My Journey,” this innovative integrated GUI incorporates a customized welcome experience, flight preview mode, and inflight exploration. My Journey combines real-time flight paths and map layers – enabled by FlightPath3D’s API toolkit and widgets – to create a captivating journey preview. The fluid transition from the interactive flight journey to the rest of the IFE system creates a rich experience free of friction, providing passengers a personalized, game-like flight path preview.**

Mavis Keung, Customer Experience Manager at Cathay Pacific commented: "We've transformed the typical journey into an interactive adventure, enhancing our passengers' experience in the skies. This initiative cements Cathay Pacific's role as an innovator, delivering a travel experience that's both engaging and intuitively designed for our passengers."

Boris Veksler, Chief Executive Officer of FlightPath3D said: "We are incredibly proud that Cathay Pacific leveraged our API toolkit and widgets to reinvent the inflight experience with this integrated GUI. By providing our cutting-edge technology, we have seen our vision come to life in a uniquely configured, intuitive interface. It's a milestone in our commitment to reshaping how passengers interact with their journey."

### *Unique passenger welcome*

With animated route previews, the welcome screen takes passengers on a breathtaking, game-like tour of the flight converging entertainment with flight tracking. This provides passengers with a customized preview experience similar to watching a movie trailer, ultimately increasing their anticipation and engagement.

### *Premium digital experience for all travelers*

As part of this collaboration FlightPath3D has enhanced the travel experience with a child-centric map, blending shared values of thoughtfulness and innovation. Designed for the youngest travelers, it turns inflight navigation into an engaging world of vibrant symbols and playful global animals, enriching every journey with fun and learning.

### *Passenger and airline benefits*

Incorporating 3D models of aircraft and vibrant liveries into the flight experience not only transforms the inflight journey into an active and enjoyable adventure, but also embeds the airline's brand deeply within the passenger's experience, fostering lasting impressions and enhanced brand loyalty. By focusing on personalized features, this approach not only strengthens the connection with passengers but also allows the operating crew to shift their focus towards exceptional service to elevate customer satisfaction and nurture a stronger bond with the airline's identity.

Initially launched on Cathay Pacific's A350 aircraft, the airline is set to expand this innovation to additional models, including the 777 and A321 aircraft. This move highlights the versatility of FlightPath3D's technology, characterized by its open strategy, customizable APIs, and widgets. Such adaptability allows Cathay Pacific to deploy this tailored experience across a diverse range of platforms, ensuring a consistent and superior passenger experience throughout its fleet.

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