ITB BERLIN 2016: EMIRATES AIRLINE REVEALS NEW BOEING 777 BUSINESS SEAT

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Emirates has unveiled its new Business Class seat for its Boeing 777 aircraft at ITB Berlin, the international travel trade show.

The new seat will make its commercial debut on Emirates' 170th Boeing 777 aircraft, a -300ER version which the airline expects to receive in November 2016.

"Our current Boeing 777 Business Class seats are already an industry-leading premium product, and what this new seat does is to take that design and comfort to the next level.

"We gave the seat a fresh and modern look, retained all the existing features that our customers love and added a few more, while improving the seating and sleeping comfort," said Tim Clark, president, Emirates Airline.

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“Providing our customers with the best possible experience has always been at the heart of any new product development at Emirates.

“It’s evolution as well as revolution.

“We are always working towards the next big leap, but at the same time we continually look at the little ways we can enhance what we already offer.

“We believe this new Business Class seat further strengthens the experience and value proposition for our premium customers.

“We are very excited about the arrival of our first Boeing 777 later this year with the new seats, and to see how our customers will respond to it, which I’m optimistic will be positive,” he added.

The design and shape of Emirates’ new Business Class seat was inspired by the interior of a modern sports car, captured in the diamond stitch pattern of a light grey full leather cover, ergonomically designed headrest, and its sleek overall look and feel.

Designed with enhanced customer comfort in mind, the new seat has a pitch of 72 inches and can be electrically moved into a fully flat sleeping position at 180 degrees.

Retaining many of the most popular features of the current Business Class seat on Emirates’ Boeing 777s, the updated seat layout and additional amenities feature a conveniently located mini-bar, one of the industry’s largest personal TV screens at 23 inches, and the latest touchscreen controller for the seat and award-winning ice inflight entertainment system.

Customers will have a USB port to charge their devices, a HDMI port to stream content from their personal devices directly onto the IFE screen, as well as improved lighting options for reading as well as relaxing in their seat.

Emirates also redesigned the privacy panel between seats, the literature pocket, foot rest, shoe stowage area, and expanded the personal meal table.

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