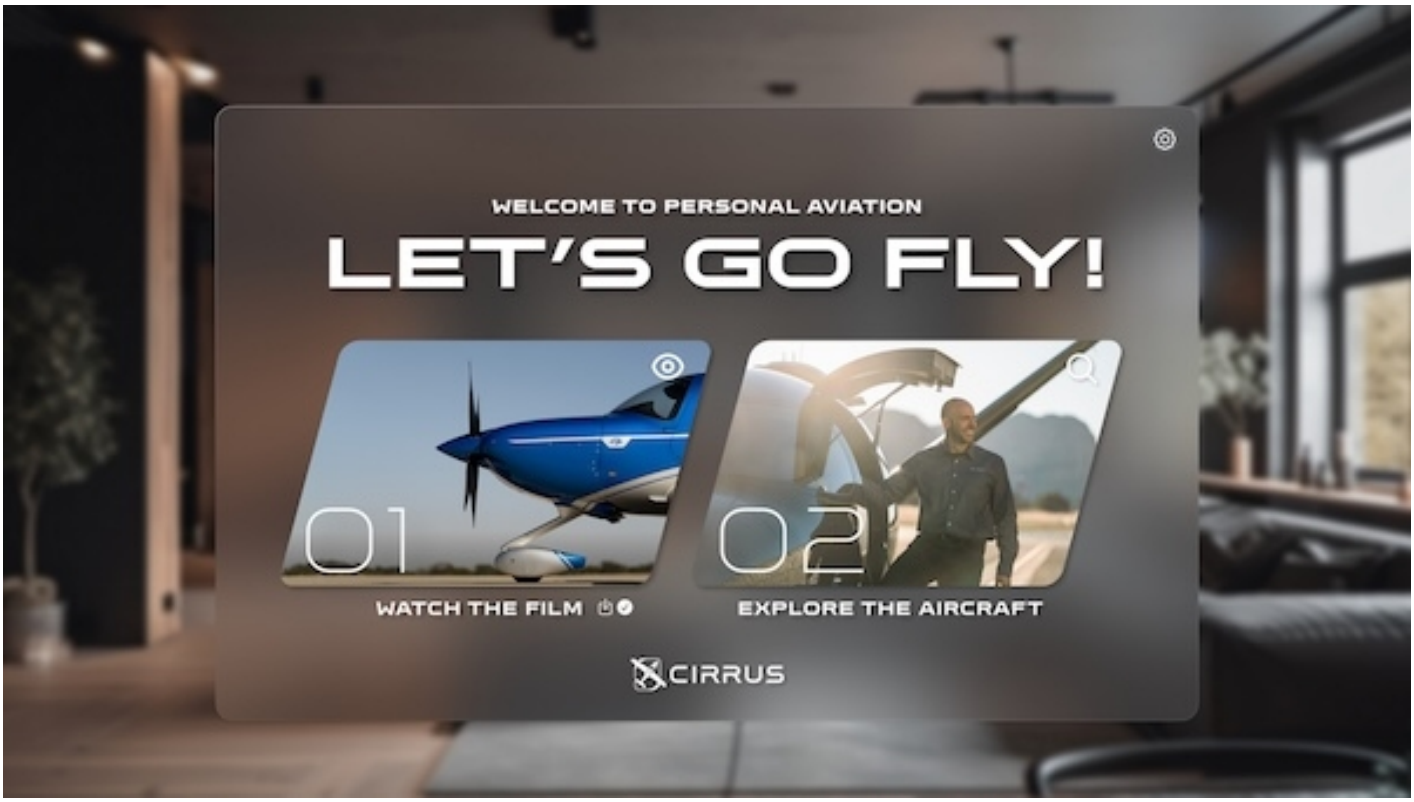
CIRRUS LAUNCHES “LET’S GO FLY!” IMMERSIVE APPLE VISION PRO FLIGHT EXPERIENCE

News / Manufacturer



Cirrus launched Let’s Go Fly!, a first-of-its-kind app created for Apple Vision Pro that delivers an immersive introduction to Personal Aviation—the freedom, convenience and accessibility of flying oneself for business or leisure travel. Soar over the American Southwest through a captivating seven-minute demonstration flight in the SR Series and explore full-scale 3D renditions of the SR Series or Vision Jet in an immersive environment. Through the convergence of technology and aviation, Cirrus is providing access to review the aircraft or demonstration flights regardless of location, weather or accessibility constraints.

Zean Nielsen, Chief Executive Officer of Cirrus commented: “Cirrus is investing in immersive technology to bring Personal Aviation to the masses with Let’s Go Fly! for Apple Vision Pro. Leveraging technology from industry leaders in innovation, Apple and Blackmagic Design, we designed a strong business application to drive interest in flight training and aircraft ownership. Let’s Go Fly!delivers a realistic, immersive flight experience that will leave you in awe.”

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At the core of the experience is a groundbreaking immersive film that takes viewers for a ride aboard a Cirrus SR Series (SR22T) aircraft, soaring over some of the most iconic landscapes of the American Southwest. The seven-minute experience leverages ultra-high-resolution 180-degree, 3D video with Spatial Audio, giving the viewer an exceptional and unexpected sense of presence.

A new business tool for inspiration and engagement

Cirrus created Let's Go Fly! to equip its global sales team with a powerful, next-generation demonstration tool, and to introduce a broader audience to the unmatched experience of Personal Aviation. Let's Go Fly! enables a realistic flight experience when aircraft are unavailable, weather conditions are limiting, or for engaging audiences in off-airport environments such as trade shows, premium retail locations, shopping centers, and sporting events where a real airplane is otherwise unavailable.

Built for both inspiration and engagement, the app allows users to watch the immersive flight demonstration film—streamable or downloadable for offline viewing—and explore full-scale Cirrus SR Series and Vision Jet models in an augmented reality environment.

Advancing the future of personal aviation

The free app extends the immersive flight experience to any Apple Vision Pro user interested in Personal Aviation and encourages exploration of the Cirrus product line while sharing the company's mission—growing the aviation community. By combining immersive storytelling with interactive aircraft visualization, the app creates a new entry engagement platform that allows Cirrus to inspire future pilots while reinforcing the company's commitment to innovation, advanced technology and elevated customer experiences.

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