
SIA's new KrisWorld to debut in September

By **Hibah Noor** on July, 9 2013 | Inflight Entertainment



The next generation *KrisWorld*, with the [Panasonic eX3](#) as a platform will be on Singapore Airlines' on new 777-300ERs as early as September.

It will also be introduced on A350s scheduled for delivery in the coming years. The airline signed a US\$400 million agreement with Panasonic Avionics last year for the system. Existing aircraft already in service with *Krisworld* may also be retrofitted with the new system, said the airline

"We are constantly looking to improve the in-flight entertainment experience for our customers. Last year, we introduced Internet and mobile data connectivity services, and with this next generation *KrisWorld*, customers can expect advanced hardware, an innovative yet intuitive user interface, and a wide selection of thoughtfully curated content to suit our customers' preferences and prevailing trends," said SIA's Senior Vice President Product & Services, Tan Pee Teck.

Singapore Airlines is the launch customer for the eX3 system for the A350s, as well as the first to offer the eX3 on the 777-300ERs. The airline will also be the first to offer Panasonic's Global Communications Suite on the A350s. The system has the capability to provide broadband Internet services to passenger devices and the seatback, as well as mobile phone services.

The new *KrisWorld* features larger screens of 24 inches in First Class, 18 inches in Business Class and 10.6 to 11.1 inches in Economy Class. Economy Class customers will also be able to browse through the more than 1,000 on-demand entertainment options by swiping or scrolling through the touch-screen monitor. Screens and video touch-screen handsets will be available in all classes.

SIA worked with [Massive Interactive](#) to integrate the functionality of the video touch-screen handset into the core design of a new *KrisWorld* user interface to ensure that navigating through menus and programs intuitive and user-friendly. Passengers using the system will be able to watch a movie and use the handset to keep up to date with the latest news headlines or track the aircraft's flight path. Alternatively, passengers may use the handset as a touchscreen trackpad to navigate *KrisWorld*. New features such as "Quick Search," where the handset pulls up a playlist of entertainment choices, are also being introduced.

The Notification Centre on the *KrisWorld* dashboard contains information relevant to the flight, reducing the number of onboard announcements. Passenger will also experience greater personalization, with *KrisWorld* providing content recommendations based on passengers' preferences. They may also rate movies and see how others have rated these.-

Twenty-one aircraft SIA aircraft have been thus far equipped with connectivity service, which will be rolled out to the rest of the airline's A380-800 and 777-300ER aircraft by the end of next year.