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# Delta brings future of travel to CES

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**Delta CEO Ed Bastian**

[Delta Air Lines](#) CEO Ed Bastian laid out a vision for the future of high-tech travel at yesterday's [Consumer Electronics Show](#) (CES) in Las Vegas.

“We see technology as a tool to further our mission of connecting people and creating opportunities,” he said. “We’re not chasing shiny objects or tech for the sake of being cool. We are dedicated to solving your travel problems and making your voyages – and your lives – easier.”

Bastian was joined by a series of Delta leaders as well as pioneers from various industries to help convey how the airline is disrupting the industry and redefining consumer expectations. Together the visitors to the event what travel will look like in the future and the steps Delta is taking to bring that vision to life.



## Robots and tech take the stage in Las Vegas

“Technology is there to serve our customers and it’s meaningless without the power of Delta’s 90,000 people worldwide,” said Bastian. “The opportunities to better connect people across the world are truly endless.”

First to join Bastian on stage was Sandy Gordon, Delta’s Senior Vice President of Airport Operations, Domestic Stations. Gordon identified the most stressful travel moments for passengers and employees. Leveraging these findings and other research, Delta teams were able to undergo a transformation to create digital tools that empower employees and are continuing to focus on reducing stress and improving the customer experience.

Bastian described how the Fly Delta app will evolve into a [digital travel concierge](#), making travel more relaxing and less stressful by anticipating needs, offering services to reduce travel stress - like a ride to the airport - and delivering thoughtful notifications, all from within the app to keep customers moving seamlessly on their journey. To introduce the innovations, John Zimmer, Lyft Co-Founder, came to the stage to discuss how Delta and Lyft are already working together and announced [plans for deepening the industry-leading partnership](#).

Nicole Jones, Delta’s Director of Innovation, and Misapplied Sciences CEO Albert Ng announced the [first-ever PARALLEL REALITY™ beta experience](#). Coming to Detroit Metropolitan Airport this year, nearly 100 travelers will be able to look at a single screen at the same time and see personalized content tailored to their travel.

“When we met the Misapplied Sciences team, we were looking for solutions to reduce stress for customers in the airport environment,” said Jones. “It’s been a great partnership because the Misapplied Sciences team offers both the technology and the expertise to make a significant impact on that experience.”

Writer and director Lulu Wang was next in the spotlight to talk about her film, *The Farewell*, and

discuss Delta's move to become the first airline with [dedicated inflight channels](#) spotlighting films and TV shows that meet the [ReFrame Stamp](#) standard – a mark of distinction for features that include female-identifying people in four of eight key areas of their production. Bastian also explained how Delta is doubling down on entertainment and testing new IFE features.

Bastian went on to share details about new technology that is helping to bring employees out from behind the counter, so they can assist customers and make travel as smooth as possible. He also introduced a [proprietary AI-driven platform](#) that will help Delta's professionals make even smarter operational decisions, beginning as soon as this year.

"Our leading source of innovation is our people," Bastian continued. "Our people shouldn't be spending all their time taking tickets and scanning boarding passes. They're too talented for that."

A special guest in a wearable robotics suit took to the stage to highlight Delta's partnership with [Sarcos Robotics](#), a leader in exoskeleton development. Making its public debut at CES, the Guardian XO is the world's first full-body, battery-powered exoskeleton designed to boost employees' physical capabilities and bolster their safety. Delta plans to trial the technology in a pilot location during the first quarter of 2020, giving employees the opportunity to experience the tech in a real-world setting and provide feedback on its functionality.

"There is no substitute for the power that travel has to change lives and make our world better," said Bastian. "We're well aware that our future – and the futures of generations to come – require us to be accountable for the damage human progress has made to our environment."

Bringing Global Citizen Founder and CEO Hugh Evans to the stage, Bastian announced that Delta is investing in renewable and natural environment solutions to [offset emissions for its flights](#) to and from Las Vegas during the week of Jan. 6, building on the company's long-running investments in sustainability. As part of its partnership with Global Citizen, Delta also will invest in verified projects to offset the carbon footprint associated with Global Citizen's year-long Global Goal Live: The Possible Dream campaign, which supports the United Nations Sustainable Development Goals.

Bastian capped off his talk with a group-selfie of Delta people and acknowledged the 90,000 global employees who will bring the future of travel to life by bringing humanity and empathy to the customer experience.