
Dragonair unveils enhancements to support future expansion

By **Maryann Simson** on January, 24 2013 | Inflight Entertainment



At a media event hosted by Dragonair Chief Executive Officer Patrick Yeung, Dragonair has unveiled a major new product enhancement, its biggest since 2005. The upgrades will see the introduction of new Business Class and Economy Class cabins together with a new inflight entertainment system that airline has named named Studio^{KA}.

The New Business Class product is specifically designed around the needs of passengers flying within the region, says the Hong Kong-based carrier. The intensive passenger-led design process behind the forthcoming changes involved input from the airline's Marco Polo Club members to refine comfort,

versatility and function. The principal feature of the New Business Class product is the seat, which offers an extensive recline, extended leg rest and innovative cradle motion capability. A multi-port connector at each seat includes a USB port and an iPhone®/iPod®/iPad® connector that allows passengers to connect their own devices and watch video through their personal 12.1 inch embedded IFE monitor.

The New Economy Class product offers improved living space compared to the existing Dragonair Economy Class, along with more personal storage space, the same multi-port connectors as Business Class and a 9 inch embedded monitor with hundreds of content titles available through the new Studio^{KA} IFE system. This new seat also features a “cradle” mechanism for improved comfort.



“When the exciting new products are in place, our passengers’ journeys will be even more relaxing and enjoyable, said Yeung at the January 24 media events in Hong Kong “The inflight facelift demonstrates our commitment to offer superior products and services to our passengers. The latest investment also underlines Dragonair’s commitment to long-term expansion and development.”

According to Yeung said Dragonair grew at “an unprecedented pace” last year, launching or resuming eight destinations, expanding its fleet with six aircraft and breaking a previous record of passengers carried in a year. “With the addition of Zhengzhou and Yangon this month, the 11th and 12th new or resumed destinations since early last year - Wenzhou in the Mainland and Da Nang in Vietnam - will be launched tomorrow and on 28 March,” he added.