

Emirates expands app capabilities for IFE

By Rick Lundstrom on January, 24 2019 | Inflight Entertainment



HOW TO CREATE YOUR ICE PLAYLIST

FLY BETTER Emirates

CHOOSE YOUR ENTERTAINMENT BEFORE YOU FLY

- 1** Open The Emirates App and go to My Trips
- 2** Select your booking and scroll to ice inflight entertainment
- 3** See what's playing on your flight
- 4** Add music, movies and TV shows to your playlist

YOUR PLAYLIST IS READY TO TAKE ON BOARD

- 1** Connect to OnAir Wi-Fi. Go to your playlist and pair with your seatback screen
- 2** Follow the syncing process
- 3** Enjoy your personal playlist on your seatback screen

You can sync your ice playlist on nearly all our Boeing 777 aircraft. However the inflight entertainment system varies depending on the aircraft.

Emirates has introduced a new function to its app that allows users to create bespoke playlists ahead of their flight and synch it to their seats once onboard.

The feature is available for available for IOS or Android devices.

Emirates inflight entertainment system, *ice*, has more than 4,000 channels of on-demand entertainment. The catalog includes more than 1,000 movies, popular box sets, music tracks, podcasts and games

“In keeping with our ‘Fly Better’ promise, our teams work tirelessly to provide every better world-class travel experiences,” said Sir Tim Clark, President of Emirates, in a January 22 announcement. “Every detail is carefully considered as we continually enhance and develop innovative products and services for our customers. This latest functionality on Emirates app elevates the customer experience even before they step on the aircraft. Our customers can now browse the unmatched content on offer and create personal entertainment playlists at their leisure, and once comfortably settled in their seats on board, they simply synch and press play.”

The synching capability is currently available more than 100 of Emirates' 777s and will be added across the fleet including the airline's A380s. Emirates offers entertainment in 44 languages and more than 100 movies added each month. Emirates recently added its own Food and Wine Channels giving passengers a behind-the-scenes look at how it creates its menus. The app also has menus and wine lists on the app up to one month before departure date.

The airline also has expert-led LinkedIn Learning courses and a uTalk language courses offering lessons for beginners.

The Emirates app allows passengers to book flights, hotels, car rentals, tours and attractions.