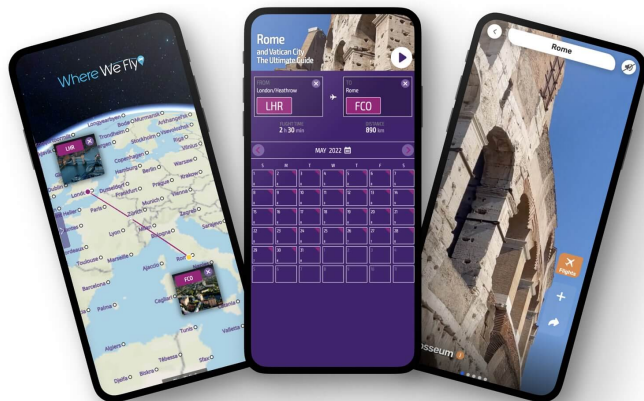


FlightPath 3D reaches 4,000 install milestone



Destination guides with flight schedule and routes are available on FlightPath3D

FlightPath3D announced today it has successfully implemented its 3D map on more than 4,000 aircraft worldwide, up from 3,000 installations last year. The company has its sights set on 5,000 installations soon.

[FlightPath3D](#) attributes this success to building way for passengers to connect with their journey and airline destinations. Passengers can interact with routes and be immersed in destinations based on their personal interests — all integrated within a map.

“Through our research we have found that a passenger-centric approach is what is fueling growth in the travel industry. The demand for eye-catching, immersive content available on all platforms has never been greater,” says FlightPath3D President Duncan Jackson in today’s announcement. “We have responded by creating an experience for the traveler that will excite the passenger and provide valuable data to our partners.”

With the platform, passengers can access content from destinations or look out the cockpit window like a pilot. Personalized options can deliver content based on interests such as nature, architecture or Instagram-popular hot spots. It is also savable and shareable to help users build an itinerary and share it.

Airlines have multiple options to drive revenue by integrating advertisers throughout the map experience. Rich media and content can align with advertisers' desires to tell their story to passengers. Through the actions, searches, and map interaction of passengers, airlines are provided with the knowledge of what interests their passengers most about a location and what future destinations excite them for loyalty and strategic planning.

In Hamburg this year, the company announced it was [working with a partner to develop](#) a map for business jets.