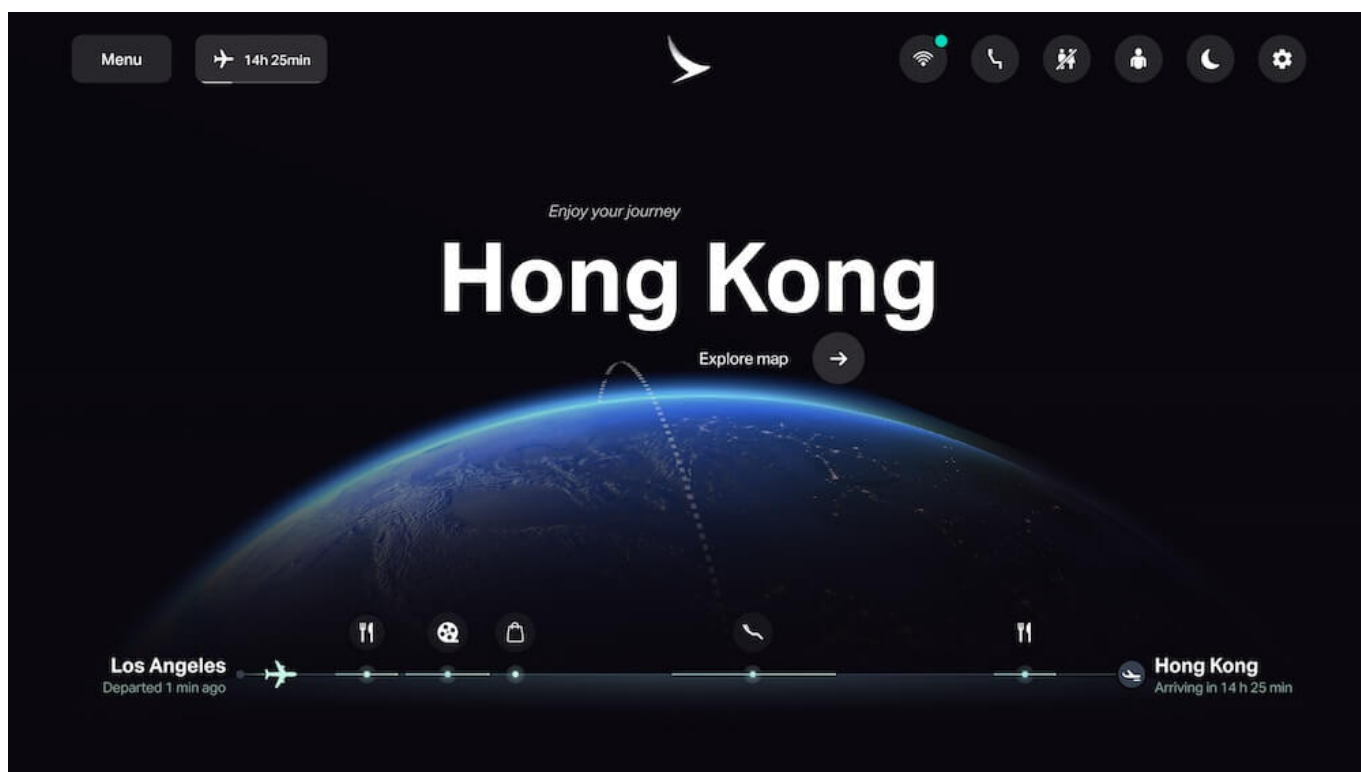


# FlightPath3D delivers integrated IFE and flight tracking experience on Cathay Pacific



A preview of the IFE home screen for Cathay Pacific in collaboration with FlightPath3D

[FlightPath3D](#) has announced its collaboration with [Cathay Pacific](#) to launch the “My Journey” experience that seamlessly blends flight tracking with Cathay Pacific’s inflight entertainment (IFE). The integrated GUI incorporates a customized welcome experience, flight preview mode and inflight exploration.

My Journey combines real-time flight paths and map layers, enabled by FlightPath3D’s API toolkit and widgets, to create an engaging preview of the passenger’s flight path. The fluid transition from the interactive flight journey to the rest of the IFE system creates an experience free of friction, providing passengers with a personalized, game-like flight path preview.

My Journey provides animated route previews and the welcome screen takes passengers on a tour of the flight, marrying the IFE experience with flight tracking. This provides passengers with a customized preview experience similar to watching a movie trailer, increasing their engagement.

As part of this collaboration, FlightPath3D has further enhanced the travel experience with a child-centric map. The map is designed for young travellers, turning the inflight navigation into an engaging combination of symbols and playful global animals to promote fun and learning.

The collaboration between FlightPath3D and Cathay Pacific focuses on personalized features to strengthen the connection with passengers.

“We’ve transformed the typical journey into an interactive adventure, enhancing our passengers’ experience in the skies,” said Mavis Keung, Customer Experience Manager at Cathay Pacific. “This initiative cements Cathay Pacific’s role as an innovator, delivering a travel experience that’s both

engaging and intuitively designed for our passengers."

The integrated map and IFE experience will see its initial launch on Cathay Pacific's A350 aircraft, with plans for expansion to its 777 and A321 aircraft for a consistent passenger experience throughout its fleet.

"We are incredibly proud that Cathay Pacific leveraged our API toolkit and widgets to reinvent the inflight experience with this integrated GUI," said Boris Veksler, Chief Executive Officer of FlightPath3D. "By providing our cutting-edge technology, we have seen our vision come to life in a uniquely configured, intuitive interface. It's a milestone in our commitment to reshaping how passengers interact with their journey."