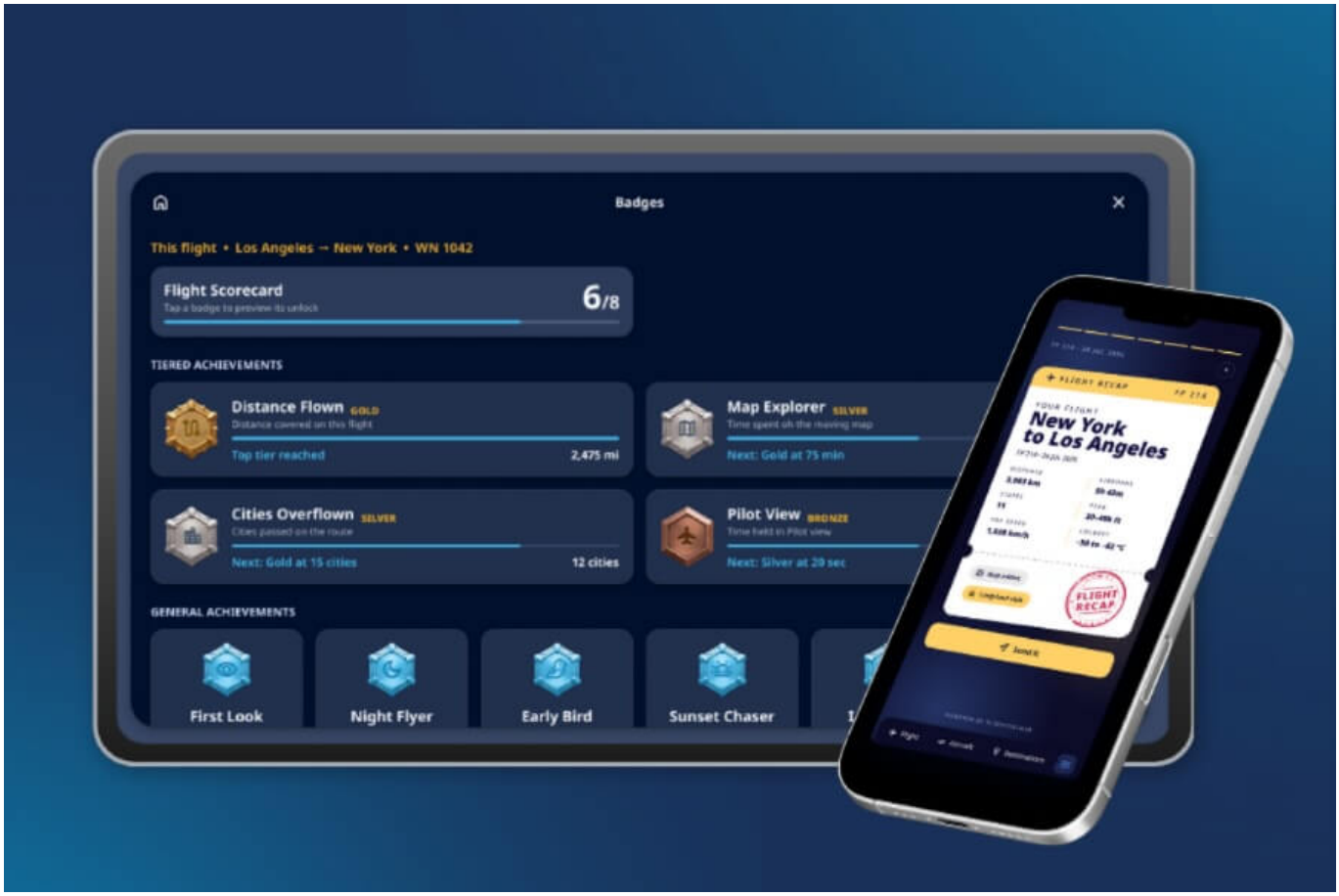
# FlightPath3D introduces gamification features for inflight map




FlightPath3D's gamificiation features turn the inflight moving map into a full-featured engagement platform

Today FlightPath3D is turning the inflight moving map into a full-featured engagement platform with the debut of Flight Recap and Achievements. These two new gamification features make the inflight map more interactive, rewarding  and shareable.

“Passengers are fascinated by the moving map, tracking every mile, exploring the world below and now we’re helping reward that experience,” said Ross Derham, Director of Product Management at FlightPath3D. “Boosting the engagement touchpoints creates an opportunity for airlines to add increasing value to that experience, while also deepening their relationship with travelers.”

Flight Recap brings tangible value to the journey by creating a shareable summary of map exploration highlights and flight milestones. Examples include time spent in the map, landmarks flown over, miles traveled and more. Airlines can incorporate their branding into social-ready graphics, turning passengers' map enthusiasm into organic brand exposure and engagement.

With Achievements, passengers earn badges as they explore the map and reach flight milestones, such as flying over an iconic landmark or exploring different map views. Passengers can work toward Bronze, Silver, and Gold awards for distance flown, destinations explored, time spent on the map and more. Badges earned are summarized in Flight Recap at the end of the trip.



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Achievements also rewards engagement with destination content within the FlightPath3D experience. This feature is designed to help airlines deepen the position as a trusted advisor to passengers while extending the travel ribbon to include activities after the flight ends.

“Our mission is not just to guide every flying passenger, but to bring real value to the experience,” said FlightPath3D president Duncan Jackson. “These gamification features highlight the flexibility and personalization available in the map interface, and open significant opportunities for the next generation of brand loyalty on board.”

Flight Recap and Achievements will be available on the company’s Jupiter experience, which launched in 2025. The gamification roadmap includes possible loyalty program integration, allowing airlines to blend the appeal of the map with their detailed customer data for additional targeted marketing and engagement opportunities. This would also allow passengers to collect achievements across flights, driving sustained use of the application.

Ultimately, Flight Recap and Achievements present an opportunity for airlines to encourage exploration, boost engagement, and extend their brand's reach beyond the flight, built on the flexible and extensible FlightPath3D map platform.

FlightPath3D will be demonstrating Flight Recap and Achievements at APEX FTE EXPO in Singapore on November 18 to 19 in Booth 205.



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