

# SAUDIA launches new IFE: Beyond



Beyond will be implemented gradually onboard all SAUDIA fleet by the end of this year

[SAUDIA Airlines](#) revealed its new inflight entertainment system, Beyond. Beyond will add to SAUDIA's onboard experience with more than 5,000 hours of HD content.

According to a [May 9 press release](#), Beyond features the largest Islamic content available inflight and passengers can be notified of prayer times throughout their journey. A distinct Kid Mode allows younger guests to enjoy a selection of their favorite cartoons, movies, and games.

Beyond also offers the ability to check the status of the flight while en route; a real-time view of the sky during take-off and landing from cameras. Passengers onboard can also shop and browse the latest products from the comfort of their seat.

"The new IFE will further transform SAUDIA's onboard experience," said Essam Akhonbay, SAUDIA Vice President of Marketing and Product Management in the release. "The success of SAUDIA's IFE investments and strategy is demonstrated by the loyalty and positive feedback from our guests across all cabin classes."

Beyond will be implemented gradually onboard SAUDIA fleet by the end of this year.