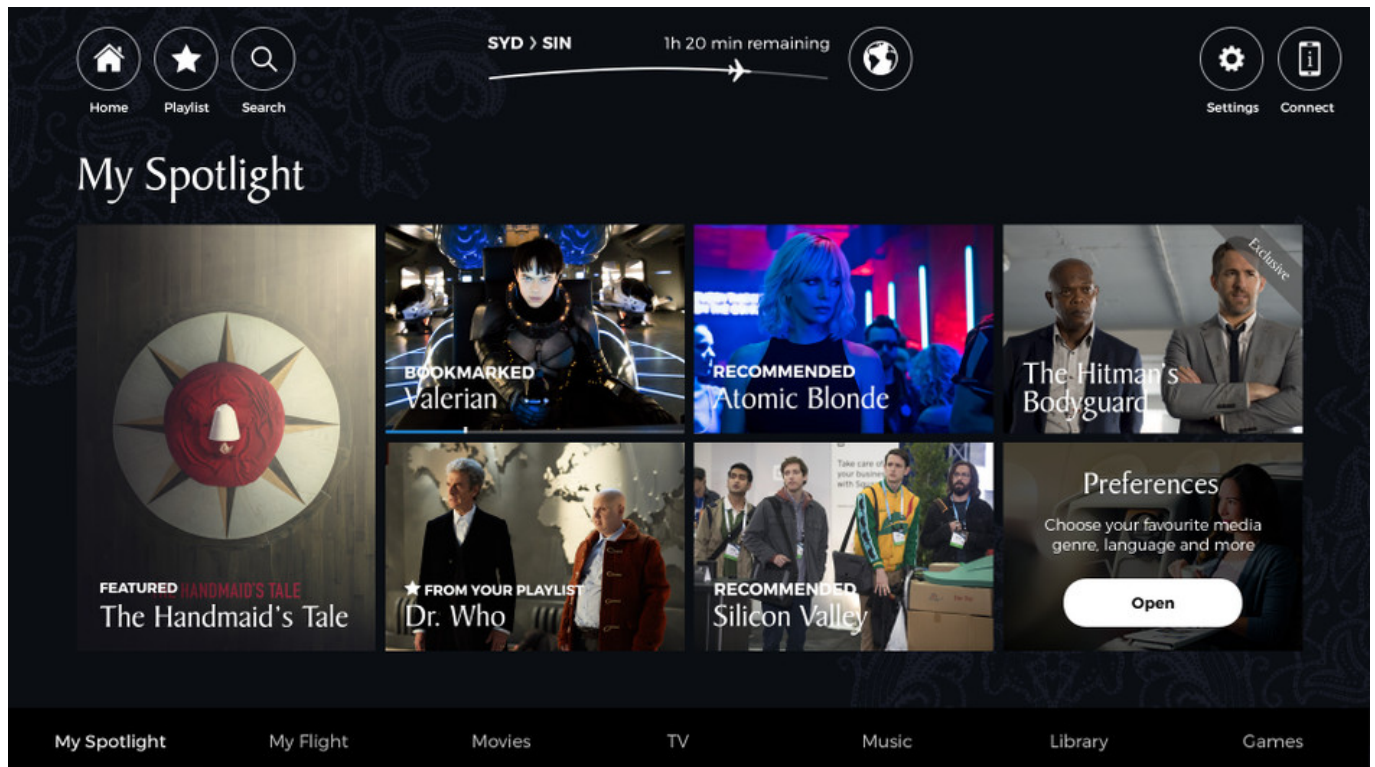


# Singapore Airlines rolls out app

By **Rick Lundstrom** on August, 5 2019 | Inflight Entertainment



The myKrisWorld app set for updating this summer and fall for Android and iOS users

Singapore Airlines last week announced the launch of its all-new mobile app for Android and iOS smartphones.

"The new app is designed for faster performance and improved usability, and introduces new features that offer customers a seamless and more personalised experience," said a release from the airline. "Based on a ground-up rebuild and all-new underlying technical architecture, the new app delivers customers significantly enhanced booking and check-in flows, improving transaction time by up to 60%."

For Android users, the new app is being released by countries between July and September, while iOS users may download the new app from the App Store in September. The beta version will continue to be available for download in the meantime.

New features include:

- "Capture & Discover," a new search function that uses image recognition as well as speech and natural language processing to identify the user intent, match it to a Singapore Airlines destination, and present relevant destination content and fare deals.
- "Translation Assistant." a feature that uses real-time language translation by voice to help travelers

communicate better when they are overseas.

- "Measure Your Baggage" to help travelers determine if the size of their bag is within cabin baggage limitations.

Real time information such as boarding gate details, the destination's weather and currency, and baggage carousel information are added to the "My Trips" function.

Users can access an e-Library magazine and newspaper content based on KrisFlyer membership tier, as well as a new search and filter function to allow for easier content browsing in the e-Library and KrisWorld catalog. The app continues to enable passengers to bookmark their movies, so that they can pick up where they left off on subsequent flights with the newest in-flight entertainment systems. There is also a KrisFlyer account dashboard and the introduction of an 'Inbox' feature, which stores push notifications as well as KrisFlyer messages for easy reference.

"Singapore Airlines has been investing heavily to enhance our digital capabilities. With new user interface designs and insourcing of developer and customer experience talent, we are working to provide faster and more customer-centric products and services to improve the customer experience," said Senior Vice President Sales and Marketing, Campbell Wilson.