

Southwest Airlines adds features to moving map



The Flight Tracker feature on Southwest Airlines from FlightPath3D

[FlightPath3D](#) announced today that [Southwest Airlines](#) has successfully upgraded to its new inflight moving map with capabilities for augmented reality, short-form videos as well as the ability for passengers to connect the flight journey with their destination.

The Southwest FlightPath3D map gives passengers flight deck, window views or takes them for a walk on a beach in Miami. They can explore destinations based on interests with video playlists such as nature, architecture or photogenic hot spots. Passengers can build their own itinerary, save it, and share it. There is also a 3D digital rendition of the specific Southwest aircraft

“We are excited to be the launch airline for this Flight Tracker with Destination Reels, delivering the inflight experience captivates passengers with a 3D map of the route and virtual reality views of the flight deck, window, and aircraft,” said Tony Roach, Vice President Customer Experience & Engagement at Southwest Airline, in today’s announcement. “The world’s first inflight Destination Reels application is an immersive travel guide loaded with mobile-friendly, short-form videos for all 118 Southwest® destinations. This ground-breaking experience for Southwest passengers is exclusive short video destination content directly to our customers as we continue to enhance our customer experience through the various touchpoints in their journey.”



The Flight Deck view on FlightPath3D

With FlightPath3D's Destination Reels, passengers can immediately get a vibe for any destination. After browsing the built-in lists, passengers may decide to build, organize, and map their own itinerary with the trip planning feature. Southwest is the launch airline to integrate the new Destination Reels experience.

"There is a gap between the on-board experience and what consumers are used to with the latest Internet apps such as Instagram, TikTok, etc. We've created a virtual 3D world to track the flight packed with a feed of thousands of destination videos to bridge this gap," said Duncan Jackson, President of FlightPath3D. "We're using data science to rank attractions and help match user interests to destination experiences to promote more travel."