
Toys and tech come together with Emirates Fly With Me Animals

By **Rachel Debling** on December, 21 2017 | Inflight Entertainment



[Emirates](#) has become the world's first airline to integrate plush toys with immersive 3D tech with the introduction of Noel the Polar Bear, the latest member of their [Fly With Me Animals family](#).

Launched on December 1, kids on Emirates flights will be gifted a plush polar bear travel buddy whose story unfolds via a short 3D augmented reality (AR) animation. Noel the Polar Bear will come to life for these young travelers as they witness he and his family celebrating Christmas at the North Pole.

As a leader in inflight children's activities, [Buzz Products](#) developed this innovative digital integration specifically for Emirates.

Leonard Hamersfeld, Director at Buzz, noted in a December 21 statement: "Connected kids are well-versed with navigating technology, and Emirates littlest travelers have the opportunity to enjoy the added AR element to the already successful Emirates kids program."