
Skylights teams with distributor for content supply

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Movies like "The Dream Collector" will now be available to Skylights through its association with mk2 Films

Today, immersive Inflight Entertainment (IFE) provider [SkyLights](#), and international exhibitor and distributor [mk2 Films](#), announce a partnership to bring virtual reality (VR) films to passengers on long-haul flights.

"The news comes in light of the rapid increase in high quality VR releases that are well suited to enjoy on board a plane," said a release from Skylights. "With the addition of mk2's VR catalog to its Cinematic VR devices, SkyLights aims to offer airlines greater differentiation and the opportunity to connect with their premium customers on a deeper level."

With 42 years of experience as a film exhibitor and distributor, mk2 branched out into VR film distribution last year following the success of its permanent VR venue. Today, it offers a diverse portfolio of VR titles, which have garnered awards from film festivals such as Sundance, Tribeca and Venice.

SkyLights says the partnership comes as part of its strategy to augment its Immersive IFE solution to upgrade the premium passenger experience. The addition of mk2's content not only acts to diversify its catalog, which predominantly consists of 3D and 2D early-window blockbusters, but also puts SkyLights' airline customers in a unique position to introduce many of their passengers to VR entertainment for the first time.

“Up until 2017, the vast majority of VR content was of relatively poor quality and was not suitable to view in an environment where space and movement are restricted. Since then, appropriate VR content has taken off. As such, we are delighted to team up with mk2 for their premium VR catalog and their expertise in the field,” said Laurence Fornari, SkyLights’ Head of Sales and Marketing.

“Airplanes are a promising distribution channel for VR content and we are delighted to partner with Skylights and benefit from their expertise to make premium immersive experiences available to travellers worldwide” says mk2’s CEO Elisha Karmitz.