
Iberia testing VR headsets

By **Rick Lundstrom** on February, 15 2019 | Screens & Devices



Iberia will rent the Inflight VR devices during flights to New York and Tel Aviv

Iberia and [Inflight VR](#), are trialing the company's virtual reality entertainment devices on two routes, and possibly more in the future.

After a trial period, the virtual reality devices will be available to passengers on the two daily Madrid-New York flights that Iberia operates with A350-900s, and on the daily Madrid-Tel Aviv flight in an A330-200.

Iberia and Inflight VR entered into a six-month trial agreement. When the results are examined, a decision will be taken about expanding the service to other medium and long-haul Iberia routes.

The second-generation Pico devices will be available for rent during flights. They will enable viewers to experience three-dimensional content in games, films, destination guides, and documentaries, including dives into the depths of the Red Sea.

"We think virtual reality has a great potential and it can change the air passenger experience as a part of the in-flight entertainment program," said Nikolas Jaeger, founder and managing director of

Inflight VR, in today's announcement. "The viewer is no longer a mere observer, but can take a stroll in the city he or she will be visiting, or simply relax before arriving at the destination."

"We learned about Inflight VR through [Hangar 51](#), IAG's start-up accelerator program," says Ignacio Toval, Iberia's Digital Transformation Director. "Since 2017, we've been working together to develop a VR solution that can offer a new experience to our customers. An important aspect of Iberia's digital transformation push lies in the incorporation of new technologies and digital innovation during the entire travel experience, from the moment they think about buying a ticket to arrival at the destination."

Founded in 2014, Inflight VR specializes in the application of virtual reality to the travel industry, and particularly in-flight applications. At its premises in Munich and Barcelona, it is developing the software for the entertainment program that will allow the safe use of virtual reality devices in a variety of means of transport.