

Qatar Airways to showcase MetaHuman Cabin Crew at ITB Berlin



Qatar Airways is revealing Sama 2.0, a MetaHuman Cabin Crew member

[Qatar Airways](#) will showcase its latest digital innovation at [ITB Berlin](#) from March 5 to 7, the airline said in its press release. It will reveal Sama 2.0, a MetaHuman. Qatar Airways is the world's first airline to develop a virtual MetaHuman cabin crew and will showcase Sama's second generation capabilities, powered by AI, at the event.

The launch will take place at the Qatar Airways stand on the opening day of the trade show in Germany.

Sama is the world's first AI-powered MetaHuman cabin crew member, set to contribute to a personalized inflight experience for passengers. Sama is powered by digital human creator, Uneeq, and is "primed to create new benchmarks for future AI implementations, showcasing a level of interaction that is as personal as it is functional," Qatar Airways said.

Travel exhibitors from more than 180 countries and five continents will exhibit at ITB Berlin, with an expected 160,000 visitors attending. Attendees can meet Sama 2.0 at the trade fair in Hall 4.2, at stand 102.