

AIR INDIA INTRODUCES 'VISTA': ENHANCES IN-FLIGHT ENTERTAINMENT ACROSS THE EXISTING FLEET

GURUGRAM, 21 AUGUST 2024: Air India, India's leading global airline, recently launched its wireless inflight entertainment (IFE) service, *Vista*, across the existing wide-body fleet* to provide customers with uninterrupted entertainment until the retrofit. Following this, Vista will also be available on narrow-body aircraft.

Powered by Bluebox, an award-winning digital services provider, Vista is being deployed on Bluebox's Blueview digital services platform and delivered to customers via the Bluebox Wow wireless network system.

Vista enables customers to seamlessly stream content on their personal electronic devices. From Bollywood blockbusters to Hollywood premieres, global music icons to captivating documentaries, the world's best content will now be at the fingertips of Air India customers. Additionally, Vista features a live map display for flight tracking. Available on iOS, Android, Windows, and macOS devices, Vista ensures travellers can easily access and engage with new in-flight entertainment content.

"At Air India, we are continuously striving to anticipate and meet the evolving needs of our modern travellers. We are pleased to introduce Vista, a new feature for our customers. It allows seamless integration of personal devices, enhancing the overall travel experience for our customers.", said **Rajesh Dogra, Chief Customer Experience Officer, Air India**.

"We are excited to partner with Air India. Together, we aim to set new standards for a customised customer experience and uninterrupted enjoyment that reflects both Air India's commitment to excellence and our commitment to engaging and entertaining customers on board," said **Kevin Birchmore, VP Global Sales, Bluebox**.

Air India's meticulously curated content library featuring over 950+ hours of entertainment across formats and genres includes classic melodies, timeless favourites, BAFTA and Oscar-winning/nominated titles, short films, acclaimed series, and specially curated content for children, a diverse range of options customised periodically.

*Note: Vista will be available across widebody fleet, with the exception of the newly inducted B777 and A350 aircraft.

About Air India:

Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far East, Southeast Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of Vihaan.AI, with an ambition to become a world-class airline with an Indian heart. The first phase of this transformation, the taxi phase, was recently concluded and focused on fixing the basics. These included bringing back to service many long-grounded aircraft, the addition of talent across flying and ground functions, rapid upgradation of technology, and strengthening customer care initiatives, amongst others.

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