

AI to upgrade entertainment

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For the first time in its history, Air India has signed an agreement worth \$3 million with a French company called Thales to upgrade the in-flight entertainment available on its existing fleet of Jumbo 747-400s.

“We are the only India airline operator as of now which is going in for an in-flight entertainment system of this nature. Initially, we will be upgrading our existing aircraft with this brand new entertainment offering in a phased manner, but eventually all the new air craft that will be delivered to us, starting December 2006, will be equipped with the same too,” said Mr. Amod Sharma, Director, In-Flight Services, Air India.

“We are in the middle of upgrading our entire seating system and thus as a part of upgrading the in-flight entertainment system we will have a computerized system that will be accessed through screens that will be fitted in these new seats. Passengers can access the Internet and have around 200 international and Indians films. Along with 200 songs available to them,” said Mr. Sharma.

He added, “People carrying laptops will have a switch available to help them hook up their computer and gain access to the entertainment system.” Thales is a global electronics company serving aerospace, defence, security and services markets worldwide. With operations in more than 30 countries and 60,000 employees, the Thales Group generated 10.3 billion euros in revenues in 2004.

“We are actually looking at changing the entire ambience of the aircraft and installing new features like mood lights, different colours and decorated ceilings,” added Mr. Sharma.