

TRAILER OF VIRTUAL REALITY FILM STARRING NICOLE KIDMAN TO BE SCREENED AT ARABIAN TRAVEL MARKET

- **First virtual reality film to star a Hollywood actor**
- **Etihad Airways to showcase its commitment to innovation and technology at the major global event**
- **Unique trailer of a fully-immersive VR film reimagining the Etihad A380 experience**

Etihad Airways will reveal an exclusive trailer of its virtual reality film starring Academy Award winning actress Nicole Kidman at the Arabian Travel Market (ATM), which will be held in Dubai from 25 April to 28 April.

The innovative fully-immersive film, which marks the first time a Hollywood actor has starred in a virtual reality film, is a major accomplishment for the airline, and will allow viewers to experience its revolutionary Airbus A380, which includes The Residence - the airline's ultra-luxurious and private three-room suite.

Visitors to Etihad Airways' impressive stand at ATM will be able to enjoy the trailer using Google Cardboard technology and Samsung Gear headsets.

Peter Baumgartner, Etihad Airways' Chief Commercial Officer, said: "This year's Arabian Travel Market will be yet another great opportunity for Etihad Airways to showcase to a global audience how we continue to redefine travel. The VR film is the latest example of Etihad Airways' on-going commitment to adopting cutting-edge digital technologies to reimagine the way we engage with our guests and how we communicate our innovations.

"Our talented commercial team managers and representatives are looking forward to welcoming visitors from around the world to Etihad's interactive ATM stand to share with them our latest developments."

Etihad Airways has also recently launched a new mobile app which empowers guests by providing them with greater control over their booking and travel experience, including how they prefer to interact with the airline. Guests can use the app to organise and manage their

Media release



journey with even greater ease, including booking flights, check-in, viewing the status of their flight and even navigating their way around Abu Dhabi International Airport, using indoor maps - a first in the Middle East.

A live stream will be broadcast for the duration of the entire ATM event to ensure that guests receive breaking flight and holiday offers and instant access to extended interviews with the airline's senior executives. Guests and viewers alike will also be able to watch Etihad Airways' acclaimed Inflight Chefs in action as they prepare world-class cuisine in live cooking demonstrations.

Etihad Airways Partners will also take part in the event, demonstrating how the group of like-minded airlines offer air travellers more choice through improved networks and schedules and enhanced frequent flyer benefits.

Etihad Airways will be represented at the UAE section of ATM, at stand number ME2310.

ENDS

About Etihad Airways

Etihad Airways began operations in 2003, and in 2015 carried 17.4 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 116 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 120 Airbus and Boeing aircraft, with 204 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and 10 Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a brand that brings together partner airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com.