

# 16

## digital innovations in the Lufthansa Group

### Inspiration/Booking

#### 1. SMILE

Customers receive tailor-made products, services and communication along their entire travel experience, based on big-data analytics.

Lufthansa SWISS Austrian

#### 2. VR & 360° videos

Customers can get to know travel classes, airplanes and possible travel destinations using 360-degree films.

Lufthansa SWISS Austrian Eurowings

#### 3. Chatbots

Virtual contacts in the Facebook Messenger App that help customers search for travel times and the best prices.

Lufthansa Austrian

#### 4. Mission Control

From booking flights to reserving tables, from train trips to filing travel expenses – the chat-based travel assistant searches, plans and books everything travel-related.

INNOVATION HUB

### Travel Experience

#### 5. Linea

A digital self-directed compensation solution that allows customers to choose between different forms of compensation if their baggage is lost.

INNOVATION HUB

#### 6. Rimowa Electronic Tag

Digital baggage tags that are transferred directly by smartphone via the Lufthansa App to luggage items outfitted with the "Rimowa Electronic Tag".

Lufthansa

#### 8. Augmented Reality Snackbox

Viewed through the lens of a smartphone or tablet, the snack box opens virtually animated worlds.

LSG Group

#### 7. inTime

Lufthansa Systems' inTime app shows how much time users can still spend at their current location and still get to the gate on time.

Lufthansa Systems

### On Board

#### 9. FlyingLab

In a "flying lab" passengers are given the opportunity to test new ideas for products and services by the Lufthansa Group and external partners.

Lufthansa

#### 10. NiceView Mobile

A system that allows users to track their own flight live in 3D on a tablet or smartphone using actual satellite images.

Lufthansa Technik

#### 11. FlyNet on Short- and Medium-Haul Routes

Very soon, passengers will be able to use WiFi broadband internet access on their mobile devices – even streaming will be possible.

Lufthansa

#### 12. EyeTracking in Ops

The new eye-tracking technology analyses the eye movements of operations controllers and assists them in their complex task.

Lufthansa Systems

#### 13. Condition Analytics

Condition Analytics by LHT combines condition monitoring and proactive maintenance in a single platform. For instance, it can predict when components will have to be exchanged.

Lufthansa Technik

#### 14. Augmented Reality App for Freight Logistics

Using Augmented Reality and 3D contours, Lufthansa Cargo ensures improved utilization of the space in freight aircraft and optimal loading of pallets.

Lufthansa Cargo

### Support

#### 15. A:Wall, Aviation Information Wall

The time- and location-independent information platform A:Wall makes it possible to monitor the current traffic situation live using maps, charts, KPIs and news.

Lufthansa

#### 16. Virtual Reality for Pilot Training

Prospective pilots are virtually and realistically prepared for their first training flights with VR goggles.

Lufthansa Aviation Training

For more digital innovations from Lufthansa Group go to:

<http://newsroom.lufthansagroup.com/en/themes/digital-aviation.html>