Aviation business goes digital

**+++ 15h30: internet trial on short and mid-haul flights +++**

Right before boarding special flight LH9923, Member of the Executive Board Harry Hohmeister announced the launch of an on board internet trial over the course of several weeks on short and mid-haul flights, starting with 5 aircraft. The commercial launch of the on board internet service in Europe is due to take place in the first quarter, allowing Lufthansa and Austrian Airlines passengers to stay online above the clouds, even on shorter journeys. They will be able send emails, go online shop and stream videos while high in the skies, and all this with the same broadband quality as at home – just as on Lufthansa long-haul flights. The whole A320 family is expected to be equipped with the technology by mid 2018.

**+++ 14h30: Journey to the Gate +++**

The journalists were now making their way from the Forum to special flight no. LH9923 where they were able to try out the Flying Lab, thanks to FlyNet. And even on the way there, the journalists with their various specialist areas had quite a few ideas.

**Baggage tags of the future**

And while suitcases and travel bags today still have to be checked in by sticking a paper tag on them, Lufthansa passengers will in future be able to check in their own baggage from home or on the way to the airport via the Lufthansa app, using the "Rimowa Electronic Tag".

With just a tap on their smart phone, they can transmit the required data via Bluetooth from their digital boarding card to their item of luggage equipped with the "Rimowa Electronic Tag".

Once through the security check area, the journalists also learned more about a trial run carried out at the end of last year using contactless access to the Lounge via Bluetooth transmission - with an iOS device, Bluetooth and a new Lufthansa service app. Through direct examination of their access authorization, passengers will no longer have to stand and wait at the Welcome Counter, rather they can simply hold their iphone to the Bluetooth reader at the entrance of the Lounge, and walk in.

**With digitisation on the right path**

Isa Breckner from Lufthansa Systems was pleased to be at the Digital Aviation Forum. She was one of the ten employees in the One prize draw who won a visit to the forum. “I think that a lot will revolve around digitisation in 2017, simply because our company's future lies in digitalisation. And you get a great idea of just how much here at the forum.”

As a Lufthansa Systems employee, she already knows about a few examples from Lufthansa Systems, such as the inTime app and EyeTracking, which are being presented at the forum. “But I find it amazing to see what is happening at the other Group companies.  Whether it’s the allergen app from LSG, which shows me exactly what I can eat on board with my allergies and what I should steer clear of, or Condition Analytics at Lufthansa Technik - which is a great platform for airlines to always have an overview of which components have to be replaced on which aircraft, or when maintenance is scheduled.

So much is happening in this area in the Lufthansa Group, that I just get the feeling here that the entire Group is on the right path. If another such event were held for Lufthansa Group employees, it would certainly please a lot of people and encourage understanding of the importance of digitisation.  I thought it was absolutely great.”

**+++ 12:15 o'clock: "The digital revolution is permeating almost every aspect of aviation" +++**

After a brief tour of the exhibition with the journalists, Lufthansa CEO Carsten Spohr ringed in the year of digitisation with a short speech. “Digitisation is changing our way of life today in a way that few could have imagined ten years ago. In the same way, the digital revolution is permeating almost every aspect of aviation. Today we want to show you how digitalisation can be used to make this familiar business better and more efficient.”

Shortly after Spohr’s speech, Jeff Jarvis, an American journalist, blogger and expert, took the stage for all digitization topics.

The long version of the speeches and further information about the Digital Aviation Forum can be found [**here**](http://newsroom.lufthansagroup.com/en/themen/digital-aviation.html)

**+++ Mission Control, how to get to the DAF? +++**

On their journey to Frankfurt, the journalists had the option of being offered assistance via the new Lufthansa chat app 'Mission Control'.

This is how Mission Control works - in a live chat session via text message to +49 157 359 839 14, qualified travel specialists are given the job of planning individual journeys. The entire organization of the journey is taken over by Mission Control - from research and booking, right through to planning - and all the data is saved, ready for the payment stage.

Currently Mission Control is available in both English and German. Mission Control was developed by the Lufthansa Innovation Hub, which was set up at the end of 2014 as a project and has now been operating as an independent GmbH since 2015.

**+++ 11 o'clock, It's about to start +++**

Around 80 journalists had registered for the first Digital Aviation Forum to learn all about digitisation at Lufthansa. Accreditation is operating at full speed.

**+++ First Digital Aviation Forum for journalists +++**

Digitisation has, without a doubt, changed our way of life. These days, it permeates almost every aspect of aviation. We must therefore take advantage of digitisation, and make our business better and more efficient. The next stage of digitisation will be about new digital opportunities and how they can be used to make our customers happier and strengthen their loyalty with products and services precisely tailored to their needs.

The Lufthansa Group was therefore inviting journalists to the first **Lufthansa Digital Aviation Forum** tomorrow at the Fraport Forum in Frankfurt to discuss the topics, trends and issues surrounding the ongoing digitisation of travel. Among other things, the journalists were introduced to innovations and applications in the areas virtual and augmented reality, big data analytics and artificial intelligence.