

PRESS RELEASE

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Lufthansa Group offers digital and virtual experiences at the ITB

- **Lufthansa Group present in hall 25, booth 156 across three floors with augmented and virtual reality as well as 3D projections**
- **Experience Austrian Airlines, Brussels Airlines, Eurowings, Lufthansa, SWISS and Miles & More across 614 square meters**

This year, the Lufthansa Group will be present at the International Tourism Fair Berlin (ITB) with the motto "Welcome to an open world". Lufthansa Group Airlines and Miles & More will be offering visitors numerous interactive travel experiences at the 614 square meter stand.

On the front side of the stand, guests will be greeted by a 40 square meter mega screen showing new Lufthansa Group destinations, among other things. A highlight is located on the ground floor, where the aviation group invites you to go on an instant digital holiday. Thanks to augmented reality, you can travel to the world's metropolises New York, Mumbai or Shanghai in just a few seconds. Visitors can dive into virtual worlds and experience a street band in New York, a Holi festival in India or see Shaolin monks in Shanghai. A special feature of this experience is that guests can actually interact directly with their surroundings, for example, drum with the street musicians in New York. Every vacationer participant will also be receiving a small souvenir of their virtual trip.

3D projections, virtual reality and #SayYesToTheWorld

On the first floor, visitors can use HoloLens glasses to virtually fly various Lufthansa Group aircraft. Guests can use interactive 3D projections to fly holograms of the flagships, such as the Airbus A350, over the surrounding exhibition stands.

The Lufthansa travel feeling can also be experienced in the original seats of First Class, Business Class and Premium Economy Class. In order to make the travel experience even more authentic, Lufthansa offers visitors the chance to put on virtual reality glasses that make them feel like they are on board a real aircraft. As a highlight, the newly developed Business Class can also be experienced in this way.

Fans of the #SayYesToTheWorld campaign will have the opportunity to make their own film. Similar to the original Lufthansa spot, visitors can sit down in the Premium Economy seat and answer the question "Why do you love the world?" The responses will be cut into five videos and uploaded to the Lufthansa YouTube Channel.

Furthermore, Lufthansa will present examples of new services on the ground and in the air on an interactive video wall such as family offers, online services, lounges and on-board entertainment.

All five airlines of the Lufthansa Group at one booth

Austrian Airlines will also be celebrating its 60th anniversary on the ground floor. Guests can make themselves comfortable in the new myAustrian Premium Economy Class seats. SWISS will also present the new First Class Lounge recently opened in Zurich. Eurowings is the first low-cost airline to introduce a Business Class: the BIZ-Class. The original seats will be presented at the ITB, which are scheduled to go on route for the first time at the end of April 2018. Visitors can also find out more about Brussels Airlines. Hence, all five airlines of the Lufthansa Group will be represented at the same booth for the first time.

For the 25th anniversary of Miles & More, Europe's largest frequent flyer and award programme is inviting visitors to an exciting mileage rally where they can collect miles by visiting partner booths. Those visiting at least ten partner booths can register to win one of ten 25,000 miles awards.

In 2017, the Lufthansa Group's ITB stand was awarded first place in the categories "Best Booth Design" and "Carriers".

Media Relations

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