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Finnair trials in-flight tablets

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At the end of March, Finnish airline Finnair began a two-month trial that allowed airline passengers to test out the HP ElitePad 9000 tablets.

Powered by Windows 8, the tablet was used as a form of in-flight entertainment for passengers. The wireless internet service is used on-board of the Airbus A330 registration OH-LTT, and will be used on both scheduled and charter flights.

"We want to enhance our customers' in-flight comfort," said Peter Gabrielsson, vice president Customer Experience. "We want to test the functionality of the wireless network on intercontinental flights and how the passengers use the equipment during the flight. We are interested in learning how the use is divided between the fixed in-flight entertainment system and the tablet."

The HP ElitePad tablet includes a range of movies, television shows, games and music, and will be tested in Business Class on scheduled flights and in Comfort Class on charter flights.

“ We want to test the functionality of the wireless network on intercontinental flights and how the passengers use the equipment during the flight.
Peter Gabrielsson, Finnair ”

Feedback will be collected via a survey handed out to passengers, and data collected will be used to develop Finnair's in-flight entertainment service concept.

"Microsoft and Finnair had a unique opportunity to re-imagine what in-flight entertainment means to our customers," said Riitta Eiskonen, services lead, Microsoft Finland. "Windows 8, with its revolutionary touch-optimised user interface and rapid application development, allowed Microsoft to quickly develop a visually stunning entertainment system and deliver a first-class experience to thousands of Finnair passengers."

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