

MOBILE GADGETS THREATEN IN-FLIGHT ENTERTAINMENT



Technology is now very much changing in the air and the working life of airline crews is becoming a lot easier. Instead of killing time by asking a stewardess for another tea, passengers are beginning to make bigger use of the technology on offer and entertain themselves whilst in the clouds. The self-sufficient status of passengers now renders a lot of the attempts of airlines to provide technological services absolutely useless.

It seems that nowadays taking a passenger from A to B for airlines is insufficient. Whereas the inevitable boredom whilst in the sky used to mostly be compensated by over friendly stewards and stewardesses, it is now dealt with by offering various forms of technology. Some used to think that business travellers in particular are pleased to have a few hours off, without having to respond to emails and be online. **It has now been proven that on board Internet is more popular than ever.**

The possibilities do not end there. Airlines such as Delta and American Airlines have decided to introduce USB ports and ipod devices for passengers. This scheme has its advantages and disadvantages. The disadvantage is that it renders the airlines' attempts to provide films, magazines and other pieces of entertainment useless as passengers can only concentrate on one thing at a time. **Recent magazine surveys have shown that 70% of passengers worldwide now prefer wifi to an in-flight meal.** It is clear where the priorities lie.

On the other hand, the time passengers spend with their instruments frees up the crew and puts a much smaller demand on the staff. The boredom factor is significantly reduced. This naturally leads to significant savings for the airline. The future of the inside of aircraft is beginning to look a lot clearer - more buttons and possibilities to use devices from home and fewer staff strutting up and down the aisles.

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