



For Immediate Release

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INFLIGHTO PTY LTD LAUNCHES INNOVATIVE IN-FLIGHT ENTERTAINMENT & FLIGHT-TRACKING APP

Sydney, N.S.W. Australia. 3 January 2018 – Inflighto Pty Ltd, an Australian-based company, today announced the launch of their new in-flight entertainment and flight-tracking app, Inflighto, in the *Apple App Store* and the *Google Play* store. The Inflighto app is the first in-flight entertainment app designed by pilots for use by airline passengers while in-flight. It combines highly-accurate ADSB flight-tracking technology and premium content to give passengers an elevated perspective of the world from the air. The Inflighto app supersedes the traditional ‘moving-maps’ currently used by airlines.

Inflighto is one of the most sophisticated flight-tracking apps available. It’s the first flight-tracking app to feature geolocated points of interest, tourist destinations and events information so airline passengers can easily see flight-path highlights and identify key landmarks as they fly. This information, from premium content providers, is displayed on highly-detailed ‘moving-maps’. Furthermore, Inflighto is the only flight-tracking app to incorporate live marine vessel tracking, live weather radar, satellite images and in-flight chat. For aspiring pilots, the Inflighto app provides live flight data such as; altitude, ground-speed, vertical speed, heading and geographic location coordinates - which further uplifts the flying experience.

The founders of Inflighto are two Australian pilots who are passionate about heightening the flying experience of passengers. Co-founder and commercial airline pilot John Hopkins said that the Inflighto team wanted to create an app that answered the questions most often asked of pilots from passengers; “*Where are we?*” and “*What are we flying over?*”. He said that what differentiated the Inflighto app from other flight-tracking apps was the combination of super-accurate tracking technology, premium content and unique features like live marine tracking. John said that the Inflighto team wanted to provide passengers with a better, more informative and inspiring in-flight entertainment experience than the traditional ‘moving-maps’ most airlines currently provide.

Inflighto’s co-founder, Christopher Smyth said that the Inflighto app allows airlines to transition traditional, seat-back moving-maps to passengers’ own mobile devices. He said that many airlines are replacing seat-back, in-flight entertainment systems with ‘bring your own device’ solutions to reduce the cost of expensive technology installation and to save weight and fuel costs. Chris said; “The Inflighto app provides a cost-effective moving-map solution to airlines that is fully autonomous and doesn’t require integration with aircraft systems. Inflighto uses ADSB flight-tracking technology so it remains super-accurate on large airliners, at any altitude, anywhere in the world”. The Inflighto app is designed for use with in-flight Wi-Fi which is being rolled-out on commercial airlines globally, and tracks over 90,000 flights and 7,000 airlines world-wide.

The Inflighto app is available on the [Apple App Store](#) and [Google Play](#) as a free download. Inflighto also offers a number of paid 'upgrades' for users who want premium features such as live weather radar overlay – so they can see where the clouds are on the flight-path and at their destination. Co-founder John Hopkins said; “Passengers can access live weather information so they can better understand why an aircraft may be placed in a holding pattern due to severe weather or anticipate when to expect turbulence during their flight. It’s like the weather radar pilots have in the cockpit but in the palm of your hand!”.

Another unique feature of the Inflighto app is *In-flight Chat*. This innovative feature allows passengers to chat with flight crew and fellow passengers in an open chat-room dedicated to their flight. Chris Smyth said; “Inflight Chat provides the potential for pilots and cabin crew to communicate with interested passengers about flight path highlights without using the PA system. This doesn’t disrupt other passengers who may be resting”. Inflighto also integrates with the major social media platforms to allow passengers to share flight-path images and accurate flight schedule information. Passengers can let family know their actual arrival time and even their gate number with the tap of a button.

Response to the launch of the Inflighto app has been very positive with very strong downloads in both the *Google Play* and *Apple App Store* and a fast-growing user-base. “Inflighto is helping window-seat aficionados and passengers of all ages engage more with their flying experience by providing them with super-accurate information on aircraft position and key features and landmarks along their route” said John Hopkins, airline pilot and Inflighto co-founder. “If we can help passengers enjoy flying as much as we do, then our job is done!”.

About Inflighto Pty Ltd

Inflighto Pty Ltd is an Australian-based technology company formed in 2017 by two Australian pilots, John Hopkins and Christopher Smyth. John and Chris are available for media interviews. Contact Chris Smyth on +61417298598 or chris@inflighto.com. More information and images for media use can be found on the [Inflighto website](#) and on the Inflighto app store pages. App Store promotion codes are available on request for parties wishing to review Inflighto premium features.

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