



SINGAPORE  
AIRLINES

SIA APP CHALLENGE 2016

OPEN - DEEP FLIGHT



# THE PROBLEM OF THE DAY

*In-flight entertainment options are not tailored to the passenger*



A person wearing large headphones is interacting with a tablet mounted on a medical device. The person's hand is touching the screen, which displays a user interface with various icons and text. The background is blurred, showing what appears to be a hospital or clinical setting. The overall tone is blue and professional.

**YOU DO NOT CHOOSE THE MOVIE**  
*the movie chooses you*



The image is a composite graphic. On the left, a vertical scale ranges from 30 to 90 in increments of 5. The background is a faded, blue-tinted portrait of a man's face. Overlaid on the right side of the face is a technical drawing of a face, similar to Leonardo da Vinci's Vitruvian Man sketches, but with geometric lines and numerical measurements. The word "DEMO" is centered in a large, white, sans-serif font.

**DEMO**



A group of people are celebrating, with confetti falling around them. They are wearing party hats and have their arms raised. The background is dark, and the confetti is colorful.

# WHY IS THIS AWESOME

*Emotion recognition as a first for the Flight Industry*

*One of a kind - passengers love exclusivity!*

*Customers have a great in-flight experience.*



# THE TECHNICAL DETAILS

*Emotion/Facial recognition technology built by us*

*One of a kind algorithm that is trusted by the best*



The background of the slide features a dark blue silhouette of a man in a suit, looking upwards and to the right. Behind him is a dense, repeating pattern of US dollar bills, creating a textured, financial backdrop.

# WHY THIS?

*Customer segmentation*

*Better pre-flight and in-flight experience*

*= Happy customers and tailored flight experience*



**GREAT TIMES ARE WAITING**







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THANK YOU  
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