

ZIPAIR

MITIGATING THE UNCERTAINTIES OF THE FUTURE IN-CABIN EXPERIENCE

JA822J
Cycle-proofing the cabin

Jo Hirayasu
Product Marketing Manager

May 27th PEC 2024

Overviews of the session

Join Jo Hirayasu, Product Marketing Manager at ZIPAIR, to explore how innovation, modularity, multi-system integration, and cybersecurity transformed the in-cabin experience.

Our history and DNA have the momentum to drive things forward quickly and the aggressiveness to move business forward. Believing in technology and partnering with others has definitely been a key factor.

See how innovative measures minimize face-to-face contact, create a hygienic environment, and maximize aircraft utilization, ensuring a seamless and secure passenger journey.

Our Business model

Utilizing **787-8**
for all operations

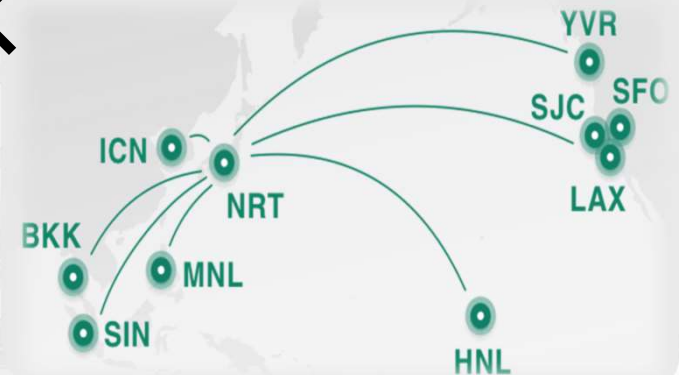


Focused on maximizing
the **aircraft utilization rate**.

Ave: **16.4** hrs/day



Operates **medium to long-haul**
international flights



Our Target

Supporting youthful passengers in their global travels



Digital native Gen Z

70% for Under 30

Diverse customer base

60% for non-Japanese

Passenger experience - Inflight -

No seatback monitors



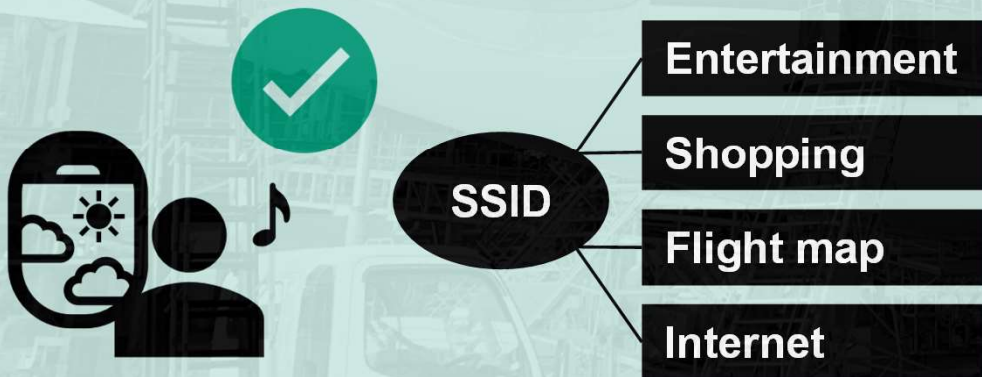
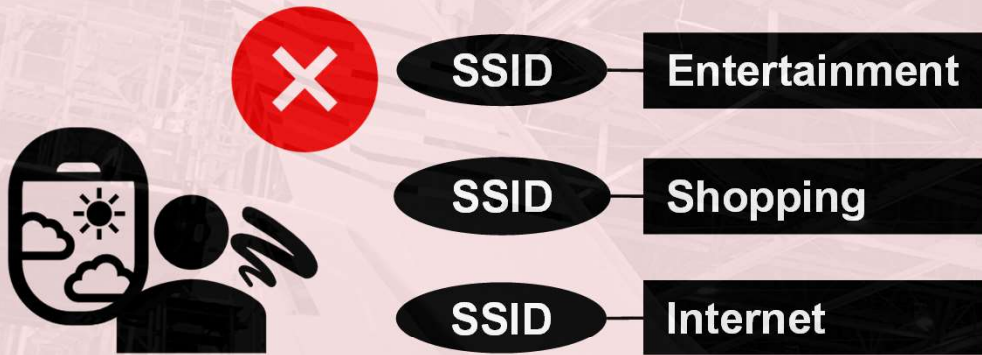
Rich Wi-Fi Environment

- Entertainment
- Full flat seat upgrades
- Cashless and touchless shopping

FREE Internet

- Send a text, e-mail or picture...
- Play online games
- Just like **on the ground!**

Passenger experience - Inflight -

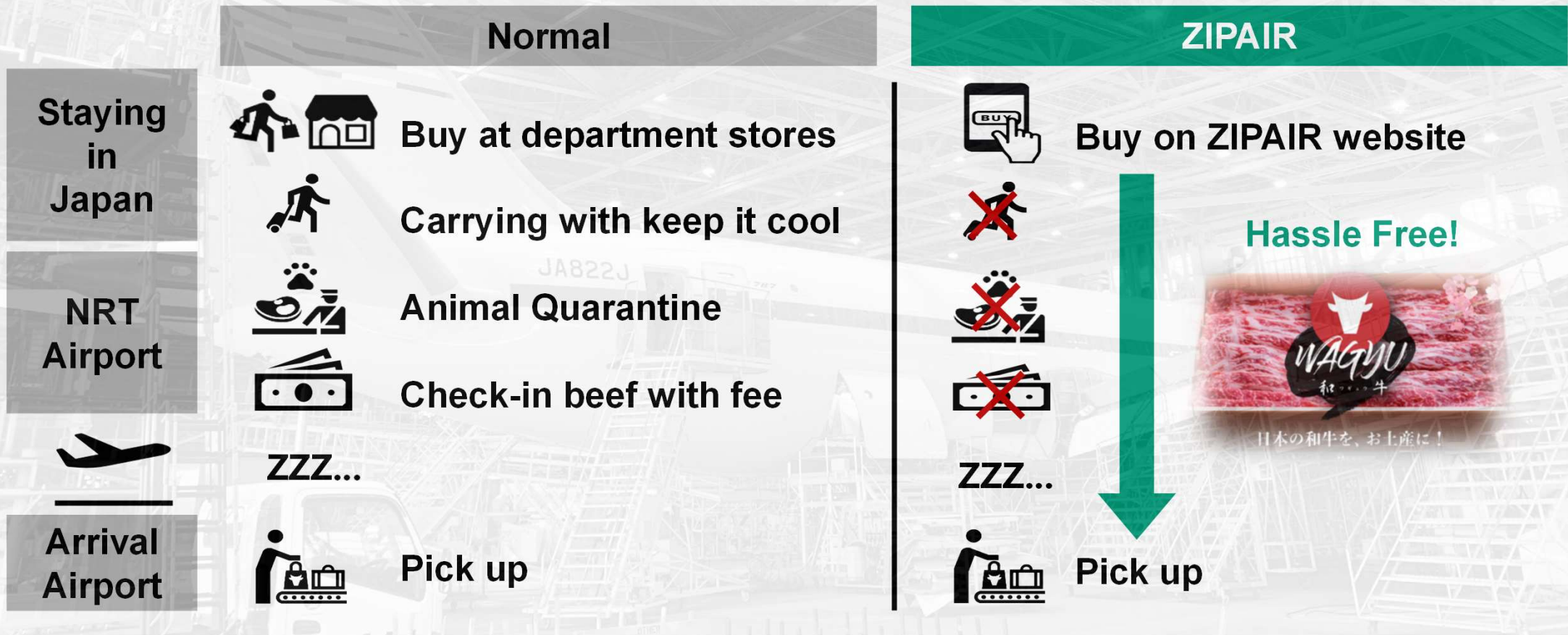


Simplicity for Customers

- Passengers can enjoy various services seamlessly via a single SSID.
- Passengers do not care whether the service is provided by a human or through an IT application, as long as it is comfortable and stress-free.

Passenger experience - innovative Wagyu Beef -

Significantly enhances the customer shopping experience **by simplifying complex procedures** on their behalf



Final message

Looking forward to creating a new passenger experience
and a new basic with you

ZIPAIR

×

**Collaborating
Partners**



Jo Hirayasu
Product Marketing Manager

ZIPAIR Tokyo Inc.
Corporate Planning
E-mail hirayasu.k4ay@jal.com