

Beat: Travel

## **Etihad Airways Unites Innovation With Hollywood actress NICOLE KIDMAN**

### **For Virtual Reality Movie**

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**USPA NEWS** - Etihad Airways has released its 360-degree virtual reality film starring Academy Award winning actress Nicole Kidman. This marks the first time that a Hollywood actor has ever starred in a fully immersive virtual reality movie...

Etihad Airways has released its 360-degree virtual reality film starring Academy Award winning actress Nicole Kidman. This marks the first time that a Hollywood actor has ever starred in a fully immersive virtual reality movie. The five-minute feature, titled 'Reimagine', is a major coup for the national airline of the United Arab Emirates, and immerses its viewers in a fully experiential journey following Nicole Kidman through one of its new Airbus A380s flying between New York and Abu Dhabi.

The airline has used cutting-edge technology and multidisciplinary mediums in the feature to bring to life its acclaimed guest experience and hospitality story by engaging the consumer in various sensory interactions onboard the virtual flight. Each scene in the film takes on a theme intended to stimulate the senses of light, sound, motion, and conversation. Throughout the experience, the viewer meets and engages with a number of characters including the actress herself, her film director, an opera singer and even an Emirati guest with a falcon in First Class.

The journey also provides personal interactions with the Savoy-trained Butler in The Residence, the airline's luxurious private three room cabin, the inflight Chef in First Class, the Food and Beverage Manager in Business Class, and the Flying Nanny, trained by the Norland College in the United Kingdom.

Source : Etihad Airways

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