SIA Launches WISEMAN

Singapore Airlines made another first amongst many with the introduction of WISEMAN, the world's most advanced inflight en- tertainment system, in September this year.

WISEMAN has been launched aboard a Megatop 747 aircraft which will initially be deployed on the Singapore-Tokyo route and later on other routes. It will presently be installed on SIA's Megatop 747, Celestar A 340 and Jubilee 777 aircraft.

This innovative system which is a powerful new feature of KRISWORLD which was introduced by SIA in April 1995, has been developed over the past two years by SIA in conjunction with US based Matsushita Avionics Systems Company. This installation will give passengers optimum control over inflight viewing and listening and also give them a choice of 15 latest movies and 20 short features which they will be able to rewind, fast forward and pause as they please. Passengers will also have the option of developing their own playlists from a library of 50 audio CDs.

SIA's First and Raffles Class passengers who will be offered WISEMAN free of charge will benefit by KRISWORLD's new digital video, whilst Economy Class passengers will continue to enjoy KRISWORLD.

It costs SIA US$3.5 million per aircraft for the installation of KRISWORLD and an additional US$1 million plus per aircraft for WISEMAN. The installation of WISEMAN represents a substantial investment for the Airline, but one we see as worthwhile to sustain our product leadership and further enhance our inflight service to our First and Business Class Passengers' says SIA's deputy managing director (Commercial), Michael Tan.