

### JETBLUE ADDS NY TIMES VIDEO MAGAZINE TO IFE

JetBlue Airways in August launched "Times On Air"™, a video magazine with content from *The New York Times* newspaper's TimesTalks events series. TimesTalks events is a discussion series featuring journalists speaking with current newsmakers and cultural leaders combined with articles and multimedia from NYTimes.com.

Developed exclusively for JetBlue, Times On Air™ will be updated monthly and will cover a broad range of topics including travel, style, dining, the arts, business, and technology.

### UPCOMING EVENTS

#### WAEA 28th Annual Conference & Exhibition

17-20 September 2007

Metro Toronto Convention Centre  
Toronto, Ontario, Canada

#### WAEA Technology Committee Meeting

22-23 January 2008

Disney Studios  
Burbank, California, USA

#### WAEA TV Market

Spring 2008

Dubai, UAE

#### WAEA Conference & Educational Workshops

Spring 2008

Dubai, UAE

### OTHER INDUSTRY EVENTS

#### Aircraft Interiors Expo Asia

3-6 September 2007

Hong Kong

#### World Radiocommunications Conference

22 Oct.-16 Nov. 2007

Geneva, Switzerland

The program is presented by the JetBlue Card from American Express. JetBlue is the official airline of TimesTalks events.

Episodes, news articles, and recipes featured on "Times On Air" can also be viewed online at: [www.jetblue.com/timesonair](http://www.jetblue.com/timesonair).

### JAL ADDS MERINGUE INTERACTIVE 'STORYBOOKS'

Japan Airlines now offers Meringue Productions' interactive IFE storybooks for young children on its two new Boeing 737-800 next-generation aircraft used on international routes.

The storybook modules, available via the Panasonic Avionics Corporation eFX IFE platform, contain video "books" with audio and interactive capability. There are four books each from *Bob the Builder* and *Fun with Spot*.

The stories have audio narration with the narrative text on the personal screen. Video 'pages' are turned by using the handset or touchscreen, said Meringue Managing Director Richard Lightman.

"The interaction is much like an inflight game where the child would reveal a hidden item."

The stories are offered in both English and Japanese, and additional translations may be available in the future, Lightman said.

JAL chose the IFE storybooks because they are "the best product available at the moment on the market," said a JAL spokesperson.

### SKEYE DISTRIBUTES HOW IT'S MADE GLOBALLY

Short-program distributor Skeye Inflight Entertainment in August announced that four additional airlines have added the "technology" program *How It's Made* to their IFE.

Afriqiyah Airways and Royal Air Maroc will begin screening the program in September, and Ethiopian Airlines in October. Icelandair, the 15th airline to book the show, will begin screening it in December.

The series is available in English, French, and Spanish.

"Over the last year, *How It's Made* has received the most information requests from airline passengers who have seen the program inflight than any other program I have booked," said Justine O'Neill of content service provider Spafax.

"We are extremely happy to see how viewers are taking to this program," said Isabelle Bégin, President and Founder of Skeye.

### AIR NZ TO FEATURE FASHION WEEK

Air New Zealand will feature highlights of New Zealand's Fashion Week in its video Fashion Channel this year. New Zealand model Rachel Hunter will be a presenter on the IFE channel and will host the airline's airport lounge during Fashion Week.

**WIN**

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