



🕒 22 April 2022, 14:30 (CEST)

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Qatar Airways Steps into the Metaverse with 'QVerse' Virtual Reality and World's First MetaHuman Cabin Crew

22 April 2022

The award-winning airline introduces 'Sama', the industry's first-ever MetaHuman cabin crew – inviting website users on a virtual journey of discovery ahead of their next adventure

DOHA, Qatar – Qatar Airways today entered the metaverse by launching QVerse, a novel virtual reality (VR) experience for visitors to the airline's website.

Users of the www.qatarairways.com/QVerse website can now virtually tour and navigate the Premium Check-in area at Hamad International Airport (HIA), the cabin interior of the airline's aircraft, including the award-winning Business Class - Qsuite, and the Economy Class cabin, by using their own Personal Electronic Devices (PEDs). The national carrier of the State of Qatar is also the first global airline to introduce a MetaHuman cabin crew offering a digital interactive customer experience.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "With physical boundaries beginning to be challenged by the metaverse on an increasingly larger scale, it is exciting to embrace a technology that enables all travel enthusiasts to enjoy a unique immersive experience of our award-winning products and services."

He added: "Our status as the first airline to introduce a MetaHuman cabin crew is testament to our unwavering desire to innovate and delight our customers. We are constantly looking forward to adopting and introducing novel technologies that enhance our passengers' complete journey."

The experience was developed using Epic Games' Unreal Engine, the world's most advanced real-time 3D creation tool, and MetaHuman Creator, a cloud-based app for creating high-fidelity digital humans. Qatar Airways is the first global airline to introduce a MetaHuman cabin crew, featuring a digitally-created high-fidelity 3D human model named 'Sama' – whose name is of Arabic origin and translates to 'sky'. 'Sama' offers an interactive customer experience through engagement with the user, taking them on a virtual journey of discovery, while presenting the unique features in both the Business and Economy Class cabins through a narrated script.

A multiple award-winning airline, Qatar Airways was announced as the 'Airline of the Year' by the international air transport rating organisation, Skytrax, in addition to securing five additional awards, including World's Best Business Class, World's Best Business Class Airline Lounge, World's Best Business Class Airline Seat, World's Best Business Class Onboard Catering and Best Airline in the Middle East. The airline continues to stand alone at the top of the industry having won the main prize for an unprecedented sixth time (2011, 2012, 2015, 2017, 2019 and 2021). The airline's hub, Hamad International Airport (HIA), was also recently recognised as the 'Best Airport in the World 2021', ranking at number one in the Skytrax World Airport Awards 2021.

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ABOUT QATAR AIRWAYS

A multiple award-winning airline, Qatar Airways was announced as the 'Airline of the Year' at the 2021 World Airline Awards, managed by the international air transport rating organisation, Skytrax. It was also named 'World's Best Business Class', 'World's Best Business Class Airline Lounge', 'World's Best Business Class Airline Seat', 'World's Best Business Class Onboard Catering' and 'Best Airline in the Middle East'. The airline continues to stand alone at the top of the industry having won the main prize for an unprecedented sixth time (2011, 2012, 2015, 2017, 2019 and 2021).

Qatar Airways also became the first global airline in the world to achieve the prestigious 5-Star COVID-19 Airline Safety Rating by Skytrax. This follows the success of Hamad International Airport as the first airport in the Middle East and Asia to be awarded a Skytrax 5-Star COVID-19 Airport Safety Rating. These awards provide assurance to passengers across the world that the airline's health and safety measures are subject to the highest possible standards of professional, independent scrutiny and assessment.

Qatar Airways currently flies to over 140 destinations worldwide, connecting through its Doha hub, Hamad International Airport, currently named the 'Best Airport in the World' by Skytrax World Airport Awards 2021.

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Qatar Airways