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## Norwegian launches virtual reality Boeing 787 Dreamliner flights at London pop-up

Low-cost airline Norwegian has teamed up with Boeing at Westfield Stratford City to launch a 5D virtual reality experience of the airline's Boeing 787 Dreamliner on a virtual 15-minute transatlantic holiday in the USA!

Europe's third largest low-cost carrier is already making affordable transatlantic travel a reality and is now giving visitors at Westfield Stratford the chance to win a holiday after experiencing a virtual reality flight created by VR production studio Visualise, on a Norwegian Boeing 787 Dreamliner to three-landmark US cities - New York, Los Angeles and Miami - all within 15

minutes.

By wearing virtual reality headsets, participants can experience 360-degree views, the sounds and motion of a Norwegian Boeing 787 Dreamliner flight in the economy and Premium cabins from the UK to the USA. By checking in, boarding the aircraft and landing in the US, participants will start their virtual USA holiday learning about key features of the Boeing 787 Dreamliner before being immersed in the vibrant, energetic scenes of New York, Los Angeles and Miami to entice potential holidaymakers to Norwegian's low-cost transatlantic fares from £135.

Norwegian is also encouraging participants to use #USAtheNorwegianWay on social media for participants to enter into a prize draw for the chance to win a holiday to any one of Norwegian's eight USA destinations direct from London Gatwick. Shoppers and passerbys can also try out the virtual reality headset to view the Boeing flight experience.

**Stine Steffensen Børke, VP Marketing at Norwegian said:** *“Norwegian has always been a trailblazer in technology with free Wi-Fi on all European flights and now we're the first airline in the UK to offer a virtual reality USA holiday. As we continue to take off in the UK, we're embarking upon the most eye-catching ways consumers can engage with our brand by demonstrating that low-cost can mean high quality in a truly fascinating way.”*

The pop-up is now open until 14 December 2016 every day from 11am – 8pm, except Sunday, which is open from 12pm until 6pm, and is located at The Gallery in Westfield Stratford City.

The structure is hard to miss as it stands at 20m x 6.5m resembling a cross-section of the Boeing 787 Dreamliner, which is the biggest event build ever at Westfield Stratford City.

Norwegian is growing rapidly with the UK's only direct low-cost flights to the USA. The award-winning airline has launched more than 10 direct routes from the UK this year including three new routes to the USA – Boston, Oakland-San Francisco and Las Vegas.

From next year, Norwegian will be the first European airline to fly Boeing's

latest aircraft, the Boeing 737 MAX that will unlock never before seen routes.

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### **Norwegian in the UK:**

- Norwegian first launched UK flights in 2003 and now operates from London Gatwick, Edinburgh, Birmingham and Manchester Airports to more than **40 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 3.9 million yearly passengers, and with more than 700 pilots, cabin crew and staff working from its Gatwick base
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 8 U.S destinations with fares from just £135 one way
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.6 years, including next-generation Boeing 787 Dreamliners and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for four consecutive years at SkyTrax World Airline Awards from 2013-2016, along with being awarded the **'World's best low-cost long-haul airline'** in both 2015 and 2016

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