Unit 7
In-flight Entertainment

7.1　Introduction

Narrow-Body Aircraft

IFE introduction on domestic and regional flights

Wide-Body Aircraft

IFE introduction on long range flights

7.1.1　Language Points and Useful Sentence Patterns

7.1.1.1　Language Points

1. arrange

to put a group of things or people into a correct or suitable sequence, or position

2. contrast

to set off in contrast; compare or appraise in respect to differences

3. occasional

of or relating to a particular occasion; happening sometimes but not often or regularly

4. aisle

a passage (as in a theater, aircraft or train) separating sections of seats

5. fuselage

the central body portion of an aircraft designed to carry the crew and the passengers or cargo

6. accommodate

to provide someone with something desired, needed, or suited

7. diameter

a straight line passing through the center of a figure or body

8. comparison

a statement that someone or something is like someone or something else

9. revenue

the total income produced by a given source

10. factor

one who acts or transacts business for another

7.1.1.2　Useful Sentence Patterns

Could you please give me an earphone?

How can I switch on the screen?

Would you help me turn the voice up?

May I switch a seat because my screen is broken?

Can you teach me how to use this entertainment system?

How Can I use the controller to play the game here?

What should I do if the entertainment doesn't work?

When can I connect the Wi-Fi on board?

Where should I plug in the earphone?

I will help you open it.

There you go!

You can read the instruction here.

Let me help you.

7.1.2　Dialogues

(P: Passenger　A: Attendant)

P: What is a wide-body aircraft?

A: The aircraft with two aisles is a wide-body aircraft.

P: So what's the difference from the narrow-body aircraft?

A: Normally, the wide-body aircraft is used for long distance flight or some domestic line with high passenger flow.

P: Oh, I see.

P: What can I do with the IFE?

A: The IFE can play games, listen to music, and watch movies to help the passengers spend the boring time.

P: Oh, so what is the history of the IFE?

A: It started from 1921, but the form was very simple at that time.

7.1.3　Cultural Background

Narrow-body Aircraft and Wide-body Aircraft

A narrow-body aircraft or single-aisle aircraft has 3～6 seats per row with a sing aisle and a diameter of below 4 meters of width. In contrast, a wide-body aircraft is a larger airliner usually configured with multiple aisles and a fuselage diameter of more than 5 meters and up to 10 seats with two aisles and often provides more travel classes. For the flight length, narrow-body aircrafts are typically the Airbus A320 and Boeing 737, which usually cover short distance flight tasks.

In-flight entertainment (IFE) refers to the entertainment available to aircraft passengers during a flight. In 1936, the airship Hindenburg offered passengers a piano, a lounge, a dining room, a smoking room, and a bar during the 2.5 day flight between Europe and America. After World War II, IFE was delivered in the form of food and drink services, along with an occasional

started movie during lengthy flights. In 1985 the first personal audio player was offered to passengers, along with noise cancelling headphones in 1989. During the 1990s, the demand for better IFE was a major factor in the design of aircraft cabins.

A wide-body aircraft, also known as a twin-aisle aircraft, is a jet airliner with a fuselage wide enough to accommodate two passenger aisles with seven or more seats per row. The typical fuselage diameter is 5 to 6 m. In the typical wide-body economy cabin, passengers are seated seven to ten abreast, allowing a total capacity of 200 to 850 passengers. The largest wide-body aircraft are over 6 m wide, and can accommodate up to eleven passengers abreast in high-density configurations.

By comparison, a typical narrow-body airliner has a diameter of 3 to 4 m, with a single aisle, and seats between 3 to 6 per row.

Wide-body aircraft were originally designed for a combination of use efficiency and passenger comfort and also to increase the amount of cargo space. However, airlines quickly gave up to economic factors, and reduced the extra passenger space in order to maximize profits.

7.2　Movies

7.2.1　Language Points and Useful Sentence Patterns

7.2.1.1　Language points

1. related

directly relating to the subject or problem being discussed or considered

2. distribute

to share things among a group of people

3. commence

to begin or start something

4. cabin

an area inside a plane where the passengers sit or where the pilot works

5. situated

having a site in a particular place or position

6. channel

a television station and all the programmes that it broadcasts

7. broadcast

to send out radio or television programmes

8. affair

commercial, professional, public, or personal business

9. stream

if you steam sound or video, you play it on your computer while it is being DOWNLOADED from the Internet, rather than saving it as a FILE and the playing it

7.2.1.2 Useful Sentence Patterns

How can I start a movie?

Should I select a comedy movie?

Could I use the controller to turn the voice up?

How can I call the subtitles out?

What kind of movies do you have?

How can I search a movie?

How can I pause the movie?

Could you please teach me how to fast forward the movie?

Could you please help me to select a comedy?

Sure.

Let me help you.

You can select by your controller.

Here you are.

Push the … button.

7.2.2 Dialogues

(P: Passenger   A: Attendant)

P: Ma'am, what kind of movies do you have on the IFE?

A: We have comedy, romantic, action movies, horror movies and a lot.

P: Do you need some help to select?

A: I can do it myself, thank you.

A: Excuse me, Sir. What can I do for you?

P: Oh, could you please teach me how to use it?

A: Certainly, let me show you the way to use it.

P: OK.

A: For headsets, put the plug into the hole at your armrest. You can choose different channels by pressing those number buttons on the armrest, and then adjust the volume as you wish.

P: Oh, thank you.

（**In Economy Class**）

P: The screen of my seat is not working well.

A: Sorry for the inconvenience, Sir. The on-board entertainment equipment for this seat is not working. So, would you mind changing a seat?

P: OK.

A: Please move to the 35A seat.

P: How can this movie be fast forwarded?

A: Press the fast forward button here.

P: Oh, thank you. I made it.

A: You are welcome.

7.2.3　Cultural Background

Movies Update

Every three months, the related airline department will update the stored videos. Video entertainment is provided via a large video screen at the front of a cabin section, as well as smaller monitors situated every few rows above the aisles. Sound is supplied via the same headphones as those distributed for audio entertainment.

However, personal televisions (PTVs) for every passenger provide passengers with channels broadcasting new and classic films, as well as comedies, news, sports programs, documentaries, children's shows, and drama series. Some airlines also present news and current affairs programs, which are often pre-recorded and delivered in the early morning before flights start off.

PTVs are operated via an In-flight Management System which stores pre-recorded channels on a central server and streams them to PTV equipped seats during flight. AVOD systems store individual programs separately, allowing a passenger to have a specific program streamed to them privately, and be able to control the playback.

Some airlines also provide video games as part of the video entertainment system. For example, passengers on some flights of Singapore Airlines have access to a number of Super Nintendo games as part of its Kris World entertainment system. Also Virgin America's and Virgin Australia's Entertainment System offer passengers internet games over a Linux-based operating system.

7.3　Music

7.3.1　Language Points and Useful Sentence Patterns

7.3.1.1　Language Points

1. Hip-hop

a type of popular dance music with a regular heavy beat and spoken words

2. Rock music

popular music usually played by instruments like guitar and drums and characterized by a persistent heavily accented beat and often country, folk, and blues elements

3. Jazz

a type of music that has a strong beat and parts for performs to play alone

4. Chinese music

Music from China

5. play

the conduct, course, or action of a game

6. pause

a temporary stop

7. fast forward

a function of an electronic device that advances a recording or a video at a higher speed than normal

8. rewind

to wind again

9. volume controller

to control the degree of loudness or the intensity of a sound

10. stop

to close up or block off

7.3.1.2　Useful Sentence Patterns

How can I play the songs?

Which actors do you have in this system?

Do you have a country music album?

Could you help me to plug in the headphones?

Can I search my favorite singer here?

Do you have the Taylor Swift's songs?

How can I pause the music?

Which kind of music do you like?

Press the pause key.

Here is the headphone jack.

Can you hear that?

I'm sorry to interrupt you but…

7.3.2　Dialogues

(P: Passenger　A: Attendant)

P: I want to listen to music. What should I do?

A: First you should plug the headphones into the jack.

P: OK, what next?

A: You can select a music type that you like.

P: Oh, now I have it. Thank you.

P: Excuse me, ma'am. I'm old. I don't know how to use this system. Could you help me select a movie?

A: Sure. What type of movie do you want to watch? Romantic, comedy, or action ?

P: Comedy please.

A: We have *Green Collar* and *Zootopia*. Which one do you want?

P: This one will be fine. Thank you.

7.3.3　Cultural Background

In-flight entertainment

In-flight entertainment (IFE) refers to the entertainment available to aircraft passengers during a flight. In 1936, the airship Hindenburg offered passengers a piano, a lounge, a dining room, a smoking room, and a bar during the 2.5 day flight between Europe and America. After the Second World War, IFE was delivered in the form of food and drink services, along with an occasional projector movie during lengthy flights. In 1985 the first personal audio player was offered to passengers, along with noise cancelling headphones in 1989.During the 1990s, the demand for better IFE was a major factor in the design of aircraft cabins. Before then, passengers could expect it was no more than a movie project at the front of a cabin, which could be heard via a headphone at his or her seat. Now, in most aircraft, private IFE TV screens are provided.

Design issues for IFE include system safety, cost efficiency, software reliability, hardware maintenance, and user compatibility.

The in-flight entertainment are frequently managed by content service providers.

The companies involved are in a constant battle to cut costs of production, without lowering

the system's quality and compatibility. Cutting production costs may be achieved by anything from altering the housing for personal televisions, to reduce the amount of embedded software in the in-flight entertainment processor. Difficulties with cost are also present with the customers, or airlines, looking to purchase in-flight entertainment systems. Most in-flight entertainment systems are purchased by existing airlines as an upgrade package to an existing fleet of aircraft. This cost can be anywhere from $2 million to $5 million for a plane to be equipped with a set of seat back LCD monitors and an embedded IFE system. Some of the IFE systems are being purchased already installed in a new aircraft, such as the Airbus A320.

7.4   Games

7.4.1   Language Points and Useful Sentence Patterns

7.4.1.1   Language Points

1. electronic

of or relating to electrons

2. involve

to engage as a participant

3. interaction

mutual or reciprocal action or influence

4. dimensional

measure in one direction

5. feedback

the transmission of evaluative or corrective information about an action, event, or process to the original or controlling source

6. platform

a device or structure incorporating or providing a platform

7. arcade

a long arched building or gallery

8. affordable

able to be afforded : having a cost that is not too high

9. console

an architectural member projecting from a wall to form a bracket or from a keystone for ornament

10. purpose

something set up as an object or end to be attained

7.4.1.2 Useful Sentence Patterns

What kind of game do you have?

Do you have a racing car game?

How can I control the car?

Which key is the throttle?

How to draft in this game?

You can use the cross key in the controller to play the game.

Could you please help me find a game?

May I show you how to use this entertainment system?

Press the "X" key to pass the ball.

Here is the instruction of this game.

7.4.2 Dialogues

(P: Passenger　A: Attendant)

P: Ma'am, where can I find the game of *Gluttonous Snake*?

A: You can press the next page button.

P: Oh, I'll try.

A: Do you find what you want?

P: Yes, I get it.

P: Is there a Wi-Fi on board?

A: Yes, there is.

P: Could you help me connect the Wi-Fi here?

A: Sure, I will provide you a password and you can click on the Wi-Fi connection, then it will jump to the web page and you can enter the seat number to connect to the internet.

P: Oh, it works. Thank you.

P: Why can't I connect to Wi-Fi?

A: I'm sorry, Sir. The Wi-Fi on board is not free.

P: How should I pay for that?

A: You can use credit cards to pay and then you can use the Wi-Fi. Do you need my help to show you how that?

P: No, I'm good. Thank you.

7.4.3 Cultural Background

Video games

A video game is an electronic game that involves interaction with a user interface to

generate visual feedback on a two- or three-dimensional video display device such as a TV screen, virtual reality headset or computer monitor. Since the 1980s, video games have become increasingly important in the entertainment industry, and whether they are also a form of art is a matter of dispute.

The electronic systems used to play video games are called platforms. Video games are developed and released for one or several platforms and may not be available on others. Specialized platforms such as arcade games, which presented the game in a large, typically coin-operated chassis, were common in the 1980s in video arcades, but declined in popularity as more affordable platforms became available. These include dedicated devices such as video game consoles, as well as general-purpose computers like a laptop, desktop or hand-held computing devices.

The input device used for games and the game controller varies across platforms. Common controllers include game pads, joysticks, mouse devices, keyboards, the touchscreens of mobile devices, or even a person's body, using a Kinect sensor. Players view the game on a display device such as a television or computer monitor or sometimes on virtual reality head-mounted display goggles. There are often game sound effects, music and voice actor lines which come from loudspeakers or headphones. Some games in the 2000s include haptic, vibration-creating effects, force feedback peripherals and virtual reality headsets.

In the 2010s, the commercial importance of the video game industry is increasing. The emerging Asian markets and mobile games on smart phones in particular are driving the growth of the industry. As of 2018, video games generated sales of US$134.9 billion annually worldwide, and were the third-largest segment in the U.S. entertainment market, behind broadcast and cable TV.

7.5   Flight Parameters

7.5.1   Language Points and Useful Sentence Patterns

7.5.1.1   Language Points

1. attitude

the opinions and feelings that you usually have about something

2. altitude

the vertical elevation of an object above the sea

3. speed

the rate at which something moves or travels

4. position

the place where someone or something is

5. heading

something that forms or serves as a head

6. oriental

relating to, or situated in the orient

7. ETA

estimated time of arrival

8. knot

a division of the log's line serving to measure a ship's speed

9. Mach

a usually high speed expressed by a Mach number

10. temperature

degree of hotness or coldness measured on a definite scale

7.5.1.2　Useful Sentence Patterns

How long do we have to fly to destination?

When can we get to New York?

What type of aircraft are we sitting on now?

The map will show our present position.

The plane on this screen indicates our status.

This indicator shows the airplane heading.

The system shows us the information and status of the airplane.

You can ask me any time.

7.5.2　Dialogues

(P: Passenger　A: Attendant)

P: Hi, when is our ETA?

A: It's 20:00 London time.

P: Alright, what's the temperature over there?

A: It's 22 degrees Celsius.

P: Alright, thanks.

P: Hi, how high are we now?

A: Sir, it's around 10400m

P: WOW, that's so high.

A: Indeed, Sir, but it's still comfortable inside the cabin. It's a good plane.

P: Yes, I'll take your flight again next time.

P: Hi, what's the weather like in London? I'd like to know what kind of clothes I should wear.

A: It's a sunny day at 25 degrees Celsius. I think the T-shirt you are in is perfect.

P: That's a lovely day. Thank you sweetheart.

7.5.3 Cultural Background

A moving-map system

A moving-map system is a real-time flight information video channel broadcast through cabin project/video screens and personal televisions (PTVs). In addition to displaying a map that illustrates the position and direction of the plane, the system gives the altitude, airspeed, outside air temperature, distance to the destination, distance from the origination point, and local time. The moving-map system information is derived in real time from the aircraft's flight computer systems.

The first moving-map system designed for passengers was named Airshow and introduced in 1982. It was invented by Airshow Inc (ASINC), a small southern California corporation, which later became part of Rockwell Collins. KLM and Swissair were the first airlines to offer the moving map systems to their passengers.

The latest versions of moving-maps offered by IFE manufacturers include Adonis One IFE, ICARUS Moving Map Systems, Airshow 4200 by Rockwell Collins, iXlor2 by Panasonic Avionics and Jet Map HD by Honeywell Aerospace. In 2013, Betria Interactive unveiled FlightPath3D, a fully interactive moving-map that enables passengers to zoom and pan around a 3D world map using touch gestures, similar to Google Earth. FlightPath3D was chosen by Norwegian as the moving-map on their new fleet of Boeing 787 Dreamliners, running on Panasonic's Android based touch-screen IFE system.

After the attempted Christmas Day bombing of 2009, the United States Transportation Security Administration (TSA) briefly ordered the live-map shut-off on international flights landing in the United States. Some airlines complained that doing so may compel the entire IFE system to remain shut. After complaints from airlines and passengers alike, these restrictions were eased.

7.6 Business and First Class

7.6.1 Language Points and Useful Sentence Patterns

7.6.1.1 Language Points

1. passenger safety

the safety of on board passengers

2. captain

the pilot in command of a civil aircraft

3. pre-flight safety demonstration

a safety demonstration before a plane takes off on safety procedures in the event of an emergency

4. emergency exits

a special exit only used during an emergency

5. seat belt

a belt or strap securing a person to prevent injury, esp. ecially in a vehicle or aircraft

6. lavatory

toilet

7. armrest

a padded or upholstered arm of a chair or other seat on which a sitter's arm can comfortably rest

8. reading light

a personal light you can turn on when main lights on the aircraft are off.

9. overhead luggage compartment

a storage container usually above passenger seats in a plane.

7.6.1.2   Useful Sentence Patterns

Welcome aboard.

Here are your slippers.

What do you want to drink?

Do you need a blanket?

When will you want to have a meal, Sir?

What kind of wine do you like?

Today's appetizer is …

Let me help you to take the tray away.

May I help you close the window shad?

7.6.2   Dialogues

(A: Attendant   P: Passenger)

A：Excuse me, Sir. Would you like me to introduce you how to use the in-flight entertainment system?

P: Yes, please.

A：This is our portable multimedia device designed exclusively for our distinguished passengers in the first class. Would you like me to turn it on?

P：Yes, please.

A：There are a variety of programs for you to choose from and enjoy.

P：Sounds good.

A：Click ENTER key and select the language, then you will see the HOME page. On this page, there are 7 channels. They're MOVIE, TV, MUSIC, GAMES, CHILDREN and ex-connect.

P：That's wonderful. Thank you.

A：Do you want to watch movies or listen to music now?

P：I would like to listen to the classical music now.

A：Sure. You can make your selections from the programs.

P: Thank you.

A：You are welcome. It is my pleasure. Press the call button whenever you need any help, please.

7.6.3 Cultural Background

The First-class cabin

First-class seats vary from large reclining seats with more legroom and width than other classes to suites with a fully reclining seat, workstation and TV surrounded by privacy dividers. International first-class seats usually have 147–239 cm of seat pitch and 48–89 cm of width while domestic flights may have 86–173 cm of pitch and 46–56 cm in width. In fact, this means it is less discomfort for taller people. Some airlines have first-class seats which allow one guest sit for a short while face-to-face with the occupant of the cabin.

First-class passengers usually have at least one or more than one on larger planes, lavatory for their exclusive use. Business- and economy-class passengers are not normally permitted in the first-class cabin. Normally AVOD (audiovisual on demand) entertainment is offered, although sometimes normal films, television programs and interactive games are provided on medium-large seat-back or armrest-mounted flat panel monitors. Especially for long-haul and high-yielding routes on top airlines, a first-class seat may have facilities akin to a five-star hotel, such as a mini-bar.

Since the 1990s, a trend has developed in which many airlines eliminated first class sections in favor of an upgraded business class. Newer business class seating is increasing adding features which are previously exclusive to first class such as convertible lie-flat seats, narrowing the amenities gap to an extent that first class is redundant. Furthermore, with the late 2000s recession, airlines have removed or not installed first class seating in their aircraft, as first class seats are usually double the price of business class but can take up more than twice the room, leaving business class the most expensive seats on such planes. However some, such as Garda Indonesia, have opted to reintroduce first class seating sections with new aircraft.