

TRAVEL AND HOSPITALITY

Qatar Airways unveils holographic cabin crew

March 8, 2024



Sama is available on the QVerse digital platform and the company's official app. Image credit: Qatar Airways

By LUXURY DAILY NEWS SERVICE

Doha-based airline Qatar Airways is introducing the world to a cutting-edge development.

The company has created a holographic cabin crew, revealed at ITB Berlin 2024, a tourism trade event, this week. Called Sama 2.0, they represent the world's first AI-powered, digital-human staff, designed to create curated travel experiences for passengers.

"Sama 2.0 represents our relentless pursuit of innovation, and embodies Qatar Airways' values of exceptional service and hospitality," said Babar Rahman, vice president of marketing at [Qatar Airways](#), in a statement.

"This is a monumental point in spearheading the successful synergy between technology and human connection not only for Qatar Airways, but also for the industry at large," Mr. Rahman said. "Qatar Airways affirms its commitment to leading and collaborating with innovation experts to create pioneering products and services for its customers."

Virtual vocation

Meaning "sky" in Arabic, Sama crew members answer questions in real time concerning destinations, support tips and the company's FAQs.

Developing over time, the feature is enabled by conversational AI. Responses will improve throughout passenger interactions as the holographs learn.



Through March 7, media and visitors alike could interact with the AI in Berlin. Image credit: Qatar Airways

Sama is available on QVerse, Qatar Airways' digital platform. Travelers can also find the feature on the airline's official app.

The creation was developed in partnership with software company UneeQ. Based in New Zealand, the business specializes in bringing to life AI digital-human technology.

Through this collaboration, Qatar Airways is enhancing the trips taken by its clients, setting a new standard of innovation for peers in the sky as other luxury sectors embrace a fresh era ([see story](#)).

"Sama embodies UneeQ's commitment to blending technology with empathy and personalization, providing an innovative solution that aligns with Qatar Airways' reputation for world-class service," said Danny Tomsett, CEO of UneeQ, in a statement.

"She's a testament to the endless possibilities of AI, capable of delivering personalised and engaging interactions that mirror human conversation."

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