**Retail inMotion launches Augmented Reality shopping app on board Eurowings Discover**

**DUBLIN, Ireland, November 10, 2021** – Retail inMotion (RiM) is proud to announce the launch of its Augmented Reality (AR) shopping app. With “Virtual TryOn”, Eurowings Discover guests can easily try on products from the Onboard Shop offer and find the perfect products to accompany them on their journey. “Virtual TryOn” will be available on all Eurowings Discover long-haul flights.

Through the AR shopping app, RiM aims to advance its goal of changing the way people experience travel by enabling guests to try on products virtually from the on-board boutique selection. This gives guests the tools to make better purchasing decisions, thus creating a higher level of guest satisfaction, as well as increasing both revenue and retail sustainability.

To date, testing and trying on a product on board has been time-consuming, and in the midst of a pandemic, not a hygiene best practice. Our solution aims to shape the future of in-flight shopping by reducing physical touchpoints between passengers, crew, and retail products. The AR product range on board Eurowings Discover includes three pairs of sunglasses and six watches.

Patrick Heitmeyer, Crew Engagement Manager Europe at Retail inMotion, believes that the use of AR will take on-board retail to the next level, allowing passengers and products to be connected in a way never seen before. "This tool is a perfect example of how modern technology supports our everyday life in this ever-changing world; it is clean, it is engaging, it is connecting," said Patrick. “As crew play an integral part in guests’ on-board experience, it is only natural for us to provide crew with great tools to do exactly that. We can’t wait to hear their initial feedback.”

“We are very grateful for our partnership with an airline that is eager to try out new technologies; from idea to implementation, the development process was a great collaboration,” commented Eva Niemietz, Retail Director at Retail inMotion. “We are excited to see how the airline’s guests will perceive this additional on-board offer, as well as what projects we will develop together with Eurowings Discover in the future.”

“At Eurowings Discover, we strive to continually improve the onboard experience for our customers through innovation. It is therefore with great excitement that we are launching the new Virtual TryOn App on our long-haul flights and we are curious to hear the feedback from our guests,” says Patrick Door, Senior Manager Product at Eurowings Discover.

"We are proud to be recognised as a front-runner for putting AR on aircraft to enhance the onboard shopping experience for passengers and crew," added Simon Herkenhoener, Chief Executive Director at Retail inMotion.

Earlier this year, the AR shopping app won an Onboard Hospitality Award in the ["Ones to Watch" category](https://www.onboardhospitality.com/discover-our-2021-winners/), which recognises products not yet onboard but actively targeting the market.

**About Retail inMotion**

[Retail inMotion](https://www.retailinmotion.com/) is an onboard retail and technology expert for the travel industry. Its culture of collaboration and innovation continues to help it in steadily strengthening its position in the global onboard-retail industry. RiM offers proprietary products, solutions and services in technology, crew engagement, product development, and fully outsourced onboard-retail services.

Retail inMotion is a wholly owned subsidiary of the [LSG Group](https://www.lsg-group.com/). In 2019, the companies belonging to the LSG Group achieved consolidated revenues of EUR 3.4 billion.

**About Eurowings Discover**

Eurowings Discover is the Lufthansa Group's new leisure airline that flies travelers from the Frankfurt hub – and from summer 2022 also from Munich – to the world's most beautiful short- and long-haul destinations. The claim of Eurowings Discover is to tailor the travel experience to the individual needs of its guests and to make the flight a special experience. Through integration into the Lufthansa network, travelers benefit from direct connections to all German and European Lufthansa departure points, as well as an end-to-end booking process and seamless transfers. As a wholly owned subsidiary of Deutsche Lufthansa AG, the airline draws on the expertise and experience of one of the world's leading aviation companies. Flights can be booked on lufthansa.com and eurowings.com.

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