

Beat: Technology

## DUBAI INTERNATIONAL Premieres Free Movie Streaming Experience

### Another Step Forwards With Passengers

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**USPA NEWS** - he Customer Experience at Dubai International (DXB) has taken another huge step forwards with Passengers now able to enjoy Free Movies and TV Shows before their Flights, thanks to a Partnership between Dubai Airports and Regional Content Provider ICFLIX.

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This is the latest in a Series of Bespoke Concepts to be rolled out by Dubai Airports in recent months including Wow-Fi, artDXB, the first Jones the Grocer in an Airport and a Brand-new Sleep Lounge 'sleep 'n fly', with several other Major Projects in the pipeline. Content on ICFLIX is available in Three Languages : Arabic, English and French. The Video-on-demand Service is complimentary to all DXB passengers for an Initial Trial Period of Two Months. Following this trial, Dubai Airports and ICFLIX will assess Customer Feedback and Options for Future Services.

Source : Dubai Airports

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