

Singapore Airlines to introduce electronic magazines

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Singapore Airlines jets parked at London Heathrow airport. Singapore Airlines said Friday it is to introduce an electronic version of its inflight magazines as part of its plans for paperless planes.

Singapore Airlines said Friday it is to introduce an electronic version of its inflight magazines as part of its plans for paperless planes.

The carrier said it had engaged SmarttPapers Aviation Ltd to convert three magazines -- SilverKris, KrisShop and KrisWorld -- into digital format and integrate them into the inflight entertainment system.

Two [Boeing](#) 777-300ER aircraft will begin to offer the new feature from Saturday. The digital magazines will then be rolled out across the fleet.

SIA said it aims to extend the initiative at a later date to cover other publications, including menu cards and the more than 100 international and local magazines carried in the cabin.

This is "in line with efforts to reduce the amount of paper carried on board, thus reducing weight and saving fuel", the carrier said in a statement.

"The plan is also to introduce e-newspapers and [e-books](#) on board using the same technology," SIA added.

"E-books and e-magazines have gained popularity and we want to offer these to our customers."

Winston Wei, chief executive of SmarttPapers Aviation, said the publications will be high resolution and passengers will be able to choose their own font, as well as search by keyword.

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