

## **Qatar Airways unveils second-gen virtual cabin crew Sama 2.0**

- A Monitor Desk Report

Date: 05 December, 2024



Dhaka: Qatar Airways has unveiled its second-generation virtual cabin crew powered by advanced conversational Artificial Intelligence Sama 2.0.

Presented at ITB Berlin 2024 Mar 5, 2024 - Mar 7, 2024, the holographic cabin crew assistant enchanted attendees with its cutting-edge features designed to enhance the travel experience.

The name 'Sama' means 'sky' in Arabic, and Sama 2.0 certainly reflects Qatar Airways' aspirations of elevating the travel experience at 35,000 feet in the sky. With personalised real-time answers to travel queries such as tips, flight itineraries and specific destination information that evolve and improve with each passenger, Sama is an integrated pillar of the airline's hospitality.

On the development, Babar Rahman, Vice President of Marketing, Qatar Airways, said, “Powered by [UneeQ](#), a leader in human AI, Sama 2.0 represents our relentless pursuit of innovation and embodies Qatar Airways’ values of exceptional service and hospitality.”

“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. Qatar Airways affirms its commitment to leading and collaborating with innovation experts to create pioneering products and services for its customers,” he added.

Passengers can connect with Sama via the airline’s immersive QVerse platform and mobile app, fostering a seamless and intuitive travel experience. Her design equally incorporates passenger feedback to address any pain points.

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