



## Establishment of JAL Innovation Lab

*Realizing New Business Opportunities*

**Tokyo, May 29, 2018** – Japan Airlines (JAL) today announced the creation of a new innovative strategy to realize untapped business opportunities through a program called JAL Innovation Lab. The program was created in April 2018 enabling the carrier to build upon conceptual ideas that can enhance the customer experience at various points of travel, such as at the airport and aircraft cabin. The team members will collaborate with over 100 business partners to further integrate ideas and develop new services that can be offered on future flight experiences.

# JAL INNOVATION Lab

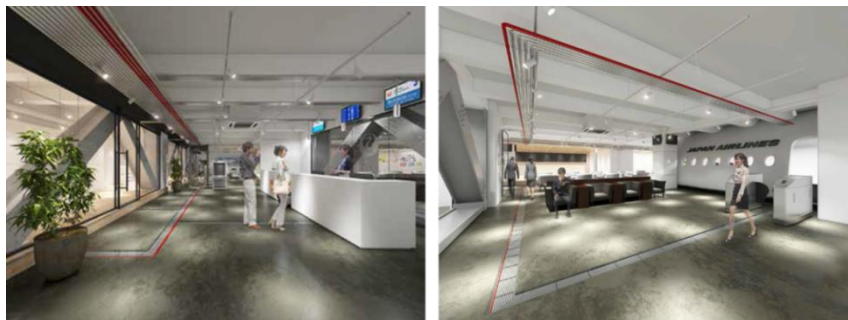
### 【Details】

Establishment Date : April 2018

Office Space : 500m<sup>2</sup>

The office features 3 areas to promote innovative ideas:

- Inspiration Room → Brainstorm Ideas
- Craft Room → Create Prototypes
- Verification Room → Test Actual Products



Images

*Embrace new  
Challenges* **JAL**

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