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HP's ElitePad 900 is helping to raise customer satisfaction and productivity at Emirates Airlines.

The Windows 8 touch screen ElitePad features a HD touch screen and a huge range of add-on accessories that make it an all-in-one IT solution for Emirates' mobile workers.

Emirates chose the ElitePad to deliver a Windows 8-style front-end refresh of its innovative in-flight communication and customer relationship management (CRM) system, KIS (Knowledge Driven Inflight Service).

Pursers use KIS to brief the cabin crew, check passenger needs and see who is enrolled in Emirates' frequent flyer programme.

They can also perform in-flight upgrades to business class or first class, and e-mail customer feedback to headquarters.

Staff can also conduct straight seat swaps on the device at any time and show passengers their new seat using the tablet. Seating preferences are also relayed so that customers won't be offered inappropriate seats, for example.

The app follows Windows 8 style guidelines and cabin crew can swipe to scroll as well as swipe up from the top or bottom to save forms and other selections.

KIS enables Emirates' pursers to work more efficiently with cabin crew to deliver the personalized service and attention to detail.

"Emirates constantly seeks ways to enhance our customers' experience," said Kevin Griffiths, senior vice president, Cabin Crew, Emirates Airlines. "We selected the HP ElitePad 900 to power KIS because of its sleek design and light weight, which allows our staff to provide the highest levels of service to our customers, whilst maintaining the ruggedness and security measures needed from an Enterprise class device."

On sale in Australia from Feb 2013, the HP ElitePad 900 is a true tablet for the enterprise that is tailor-made for Emirates' KIS application. It balances a beautiful design with enterprise-grade features, serviceability and support. The ultrathin and lightweight Windows® 8-based tablet will allow Emirates' pursers and their crew to provide premium in-flight service to customers while protecting personal information with robust security protocols.

HP ElitePad 900 Features:

- An ergonomic design featuring a 10.1-inch diagonal display, while weighing just 1.5 pounds and measuring 9.2 millimeters (mm) thin. This will allow Emirates' pursers and their crew the agility to efficiently address customer needs throughout flights.
- Stylish, premium materials such as CNC-machined aluminum and Corning® Gorilla® Glass 2 that look right at home in Emirates' luxurious cabins.
- Engineering that meets military standard 810G testing for drop, vibration, dust, temperature and altitude, allowing it to stand up any travel conditions.
- Enterprise-calibre data, device and identity protection for Emirates customers with HP Client Security.

About Emirates

Since its launch in 1985, Emirates Airline has received more than 500 international awards in recognition of its efforts to provide unsurpassed levels of customer service.

Emirates is the world's largest international airline in scheduled passenger kilometers flown. Its all wide-bodied fleet of 189 aircraft includes eight freighters and is among the youngest in the skies. The airline plans to more than double its size by 2020.