# Delta Air Lines showcases AI innovations and sustainability initiatives at CES



Delta Air Lines has unveiled a series of ambitious technology initiatives, particularly in the realm of artificial intelligence (AI) and sustainability, during its participation at the Consumer Electronics Show (CES) in Las Vegas. The airline showcased a range of innovations aimed at enhancing the customer experience and improving operational efficiency, while also working towards a more sustainable future in aviation.

Among the key highlights from the airline’s presentation was the introduction of an AI-powered “Delta Concierge” chatbot that will be integrated into the existing app. This service will utilise generative AI to access a traveller’s personal data and provide tailored assistance, including reminders about expiring passports and suggestions for airport transfers based on urgency. Delta noted that the chatbot could encourage travellers to choose flying taxis instead of road transport if they are running late or assist with bookings at their destinations.

In a shift towards enhancing in-flight entertainment, Delta has announced significant upgrades to the seatback screens on its aircraft. Notable improvements include a partnership with YouTube, enabling passengers to enjoy ad-free streaming during their flights, alongside the introduction of 4K screens for clearer visuals. The airline also promised faster WiFi connectivity and the option for passengers to connect their personal Bluetooth headphones for a more customised audio experience.

Delta’s collaboration with Airbus was also emphasised, with both companies working on initiatives to bolster sustainability in air travel. Delta has committed to using 95 per cent sustainable aviation fuel by the year 2050. Among the innovative concepts being explored are the development of aircraft that could operate entirely on plant or animal material and the pioneering of foldable wings akin to those of an eagle, allowing for greater aerodynamic efficiency. Furthermore, the airline plans to test the concept of flying planes in formation, which is expected to yield energy savings.

Ed Bastian, Delta's chief executive, acknowledged the limitations that technology could sometimes present, drawing on experiences from virtual meetings during the pandemic. Speaking to the Independent, Bastian remarked that these experiences demonstrated the constraints of online technologies. He underscored that while there is an unmistakable focus on technological advancement, Delta supports a balanced approach to interacting with its customers and managing its operations.

As Delta Air Lines continues to innovate with AI and sustainable practices, the announcements at CES reflect a broader trend in the aviation industry, where companies are increasingly leveraging technology to enhance user experiences while addressing environmental challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - This article corroborates Delta's introduction of the AI-powered 'Delta Concierge' chatbot, upgrades to in-flight entertainment, and the partnership with YouTube.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - It also supports the information about Delta's collaboration with Airbus on sustainability initiatives and technological enhancements.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - The article details the improvements to the seatback screens, including 4K HDR QLED displays and Bluetooth pairing.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - It mentions Delta's deepening partnership with Airbus and their focus on sustainable aviation fuel and other innovative concepts.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - The article discusses the integration of the AI-powered Delta Concierge into the Fly Delta app and its features.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - It highlights the future plans for the AI to provide personalized inflight entertainment suggestions and assist with various travel-related queries.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - The article mentions Delta's commitment to using sustainable aviation fuel and exploring new technologies for fuel efficiency.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - It discusses the concept of flying planes in formation to yield energy savings, inspired by the flying V formation of geese.
* <https://www.noahwire.com> - Although the specific article is not provided, this source is mentioned as the original source of the information about Delta's announcements at CES.
* <https://upgradedpoints.com/news/delta-tech-upgrades-new-partnerships/> - The article emphasizes Delta's focus on enhancing the customer experience and improving operational efficiency through technological innovations.