

## Boston Cream Pie Ice Cream



A Special Taste for the Inauguration of EL AL'S Non-Stop Flights to Boston

Ben and Jerry's and EL AL are marking the launch of EL AL's new route to Boston with the introduction of Ben & Jerry's special edition of their popular Boston Cream Pie flavor. This is Ben & Jerry's way of celebrating EL AL's new non-stop flights to Boston. Boston cream pie is a round sponge cake divided into two layers, filled with cream and frosted with chocolate. The Ben & Jerry's version is made with high-quality ice cream that captures the Boston cream taste with patisserie cream, pieces of cake and chunks of chocolate fudge. **Enjoy!!**



## EL AL Upgrades its Inflight Entertainment Experience



EL AL passengers on the new non-stop flight to Boston as well as passengers on select flights to Europe, Beijing, Toronto and Johannesburg, can enjoy an advanced entertainment experience,

using the unique streaming technology that allows them to watch content on their own personal device.

This innovative system transmits content by VOD to the passenger's personal device, be it smartphone, tablet or laptop. The service is free, and offers a choice of over 50 movies and dozens of episodes of favorite Israeli series by Keshet and HOT. With families and children in mind, EL AL launches this summer a special cooperation this with the children's channel and will offer popular series, including Gallis. National Geographic and Discovery channels content will also be available. In addition to movies and series, EL AL passengers can enjoy a rich audio collection, containing dozens of music channels and albums. Other content includes destination guides, a daily Channel 2 newscast and a daily digital newspaper by Yediot Aharonot. New! A chat option was added recently, inviting passengers to correspond with each other in general or private chat rooms. To enjoy this entertainment system please download the DreamStream by EL AL app. Download is not possible after take-off.



## EL AL to be the First Airline to Offer an Entertainment Experience Throughout your entire journey



EL AL is happy to update on our cooperation with Wemakeit, which will allow

passengers to borrow a cellular mini iPad device for use during their trip. The new service will initially be offered to passengers on the Boston route, and will be considered for other routes which are operated with planes equipped with the DreamStream system. Wemakeit will lend EL AL passengers to Boston a mini iPad for the duration of their trip. The device will have the DreamStream app on it, allowing the viewing of hundreds of hours of entertainment during the flight. Passengers are welcome to pick up the device from TLV terminal before boarding their flight, for only 10 NIS, and return it after landing back in TLV. In addition to enjoying the entertainment content during the flight, passengers will be able to upgrade the service and enjoy full Internet connectivity during their stay abroad. Furthermore the device offers communication, navigation and tourist information, as well as the option to connect with 5 different devices on a private Internet web anywhere and anytime, social media and more, all for a fixed known price.

