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## 'Angry Birds' to provide in-flight entertainment

Relaxnews - Fri, Sep 2, 2011

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Angry Birds characters at Rovio company premises in Espoo

Angry Birds is, by many standards, the world's most successful iPhone game, selling over 350 million copies since its launch in November 2009.

Thanks to the success of its creator Rovio, it's also a proudly Finnish export, something Finland's flag-carrier Finnair intends to capitalize on with the launch of a branded Angry Birds flight.

Though it's something of a surprise that travel brands haven't jumped on the bandwagon already, Finnair is set to be the first company to take Angry Birds to 35,000 feet, inviting top fans to join a flight it's calling the 'Angry Birds Asian Challenge'.

The flight, which takes off September 20 from Helsinki to Singapore, will allow travelers to play Angry Birds on board using games consoles distributed to passengers and programmed especially for the event.

Finnair says that service and entertainment aboard the flight will also be with 'Angry Birds style', adding -- rather alarmingly -- that a 'real angry bird' will also be on board.

To be selected for the trip, fans have to fill out an application form on the website and collect as many Facebook 'likes' as they can, with a jury screening the final eight winners.

Finnair's partnership with Rovio is a unique one, but it's by no means the only airline working hard to offer passengers in-flight entertainment to while away the time.

Both Virgin America and Qantas unveiled upgrades to their in-flight entertainment systems last month, packing in more entertainment such as live television or destination information.

<http://www.finnair.com/angrybirds>

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