

This Is Nice



Thank you for flying with Japan Airlines.

Along with lush greenery dazzling the eye, this is a time of year in Japan for fresh beginnings. I imagine some of you may be busy starting a new life or job in an unfamiliar setting. But we all need to find ways to relax. Music does the trick for me, so sometimes I unwind by taking a walk while listening to my favorite tunes. Earbuds with quality sound are my best friend on those strolls.

The way people enjoy sound has evolved over time, including inflight audio systems, which are at the cutting edge of innovation. The Airbus A350-1000, which debuted this year in the JAL Group, has speakers built into the headrests of first class and business class seats so passengers can enjoy movies and music without wearing headphones. We took on the challenge of developing these speakers to prevent messy hair, stress on your ears, and the hassle involved in leaving your seat when wearing headphones. Our passengers have voiced their delight at being able to watch a movie just like at home. In addition to creating products that excite our customers, we feel that reducing inconveniences like this one by one will provide you

greater comfort.

Our development team, which worked with the manufacturer on testing the speakers, examined many issues such as whether engine noise would drown out the sound, or whether nearby passengers would hear the audio, so they were relieved to hear this feedback. Now the team is exploring another level of comfort to make as many of our customers as we can think, "This is nice."

We look forward to serving you on your next flight.

这个真好啊

非常感谢您乘坐本次航班。

绿意盎然的季节已经来临。在新环境下开始生活和工作的您或许已经感到有些疲惫了。自我感受听音乐可以让我放松身心，所以，有时候我会一边听喜欢的音乐一边散步来转换心情。而这时，在行走中也能提供优质音效的耳机则是最好的伙伴。

现在，我们享受声音的方式正在与时俱进，实际上机内音响也在进行着最新技术的尝试。今年，在JAL集团首次推出的空客A350-1000飞机上，头等舱和商务舱的座位头枕上内置了扬声器，乘客无需佩戴耳机也可以欣赏电影和音乐。起初是为了避免影响发型，缓解耳部负担，减少起身时的麻烦而开发了此项服务，然而我们从乘客那里得到了“就像在家里看电影一样，可以自在地放松享受”这样的积极反馈。这让我感觉到，我们不仅要创造出令乘客兴奋的产品，还要逐一减少这些围绕乘客身边的不便之处，这样才能为乘客带来更舒适的体验。

针对声音是否会被引擎噪音覆盖，会不会打扰到附近的乘客等问题，一直与制造商一起进行着各种测试的我们的研发人员听到这样的评价后，定能如释重负，并且继续努力地探索更高水准的舒适度。希望能为乘客带来更多的“这个真好啊”这样的完美体验。

衷心期待您再次选乘日航航班。



President and
Group CEO

**TOTTORI
Mitsuko**

Born in Kurume, Fukuoka in 1964. Joined JAL in April 1985 as a cabin attendant. Appointed vice president of the Cabin Safety Promotion Department in 2019, executive officer and senior vice president of the Cabin Attendants Division in 2020, managing executive officer and senior vice president of the Cabin Attendants Division in 2022, senior managing executive officer and senior vice president of the Customer Experience Division in 2023, and representative director, senior managing executive officer, and group chief customer officer (CCO) in June 2023. Assumed her current position in 2024. Loves listening to music and watching historical dramas.

鸟取 三津子 1964年出生于福冈县久留米市。1985年4月进入本公司（客舱乘务员）。2019年任客舱安全推进部部长，2020年任执行董事 客舱本部长，2022年任常务执行董事 客舱本部长，2023年任专务执行董事 客户体验本部长。同年6月就任代表专务执行董事、集团CCO，2024年起担任现职。爱好是音乐鉴赏和日本大河剧（长篇历史电视连续剧）。

ILLUSTRATION: YAMAMOTO YUKO

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