

Heathrow Express launches new Onboard Entertainment platform

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Heathrow Express has announced the launch of its new Onboard Entertainment digital media platform, available to all those travelling on the train.

The Onboard Entertainment platform is a virtual offering, which allows passengers access to a variety of newspapers and magazines for free, in a tranquil and calm space while travelling between Paddington and Heathrow.

To access the newspapers and magazines, passengers can simply connect by mobile or device to Heathrow Express Wi-Fi before scanning the Onboard Entertainment QR code. The QR code is located throughout the train, including on digital screens, seat backs and windows, and offers access to media titles including national newspapers, lifestyle magazines and games. Information on both the Heathrow Express services and Heathrow airport can also be accessed via the QR code.

Mark Eastwood, Commercial Strategy Lead at Heathrow Express, says of the new platform, “We’re really excited to be able to offer the Onboard Entertainment platform to customers who choose to travel with us on the Heathrow Express.

“We’re proud of our position as a sustainable transport option with our fully electric trains and now with this new media platform, which as a result of going digital, saves the equivalent of 850kgs a month in wastepaper – that’s 10,200kgs a year.

“This means that our passengers can have free access to a variety of media while also enjoying the speed and ease that the Heathrow Express offers, improving the onboard experience further.”

Coinciding with the arrival of the media platform, entertainment seekers travelling on the Heathrow Express in 2022 will also be able to admire the winning entries from the GREAT Britain & Northern Ireland campaign’s Great Exposure Photography Competition, which will be showcased on screens throughout the trains.

Launched in partnership with the Royal Photographic Society, the GREAT campaign’s project was designed to show passengers a fresh view of the UK, as seen through the eyes and lenses of the public. The competition received over 600 high-quality entries before an expert panel comprising photographer Simon Roberts, Mariama Attah; curator of the Open Eye Gallery in Liverpool, photographer Alistair Morrison, and Heathrow’s Chief Operating Officer, Emma Gilthorpe whittled them down to the 40 winning images.

The project forms part of the government’s ongoing work to promote the UK around the world to drive trade, tourism and international students, with the images on display in Heathrow Airport terminals as well as on the Heathrow Express.

Photo credit: Heathrow Express