

Melbourne, 17 May 2010



Like 0

Newsroom

Australian first: Jetstar to broadcast commercial in 3D!

Jetstar first company to adopt most exciting and cutting-edge technology in Australia – creating ‘television history’

Australia's low fares airline Jetstar will be the first Australian company to implement television's latest and most exciting technology breakthrough, by airing a new television commercial in 3D.

The 3D commercial will appear during the broadcast between Australia and New Zealand in their farewell soccer game at the MCG on Monday 24 May.

Jetstar's Head of Marketing and PR David May, said creating the 3D TV commercial was an innovative way for Jetstar to engage with customers.

“Once the announcement was made that the match between Australia and New Zealand would be broadcast in 3D, we thought it was the ideal opportunity to launch Jetstar's new 3D commercial.

“Jetstar is constantly looking for new ways to connect with our customers, so 3D was the next obvious choice for us,” Mr May said.

"Global brands including Samsung, Pepsi and Sony have all used 3D technology in TV commercials overseas, but this is the first time an Australian company has used 3D.

"Jetstar have embraced new technology, including social and digital media, web check and the soon-to-be-launched mobile SMS boarding pass, to reach our customers, so this is a natural progression for us," Mr May added.

Jetstar's commercial will have a special message within it and only Australians viewing with 3D glasses – the same glasses used in cinemas – will see it.

Last month, 3D TV was released in Australia following the phenomenal success of 3D movies such as Avatar and Clash of the Titans.

Viewing in 3D is claimed to provide the viewer an enhanced visual experience, not possible through standard or high definition viewing.

In 2009 Jetstar created a mobile platform for the Jetstar.com website, enabling users to easily navigate and change their booking via a smart-phone.

Jetstar will soon roll out SMS boarding passes at selected airports across Australia, enabling passengers to board their flight with a boarding code displayed as a text message on their mobile phone.

Watch Jetstar's 3D commercial during the farewell soccer match between Australia and New Zealand on Monday 24 May on FOX SPORTS 3D.

Visit Jetstar.com to book your next great escape.

Share this release

Australian first: Jetstar to broadcast commercial in 3D!



Social media



Latest news

08 Dec 2025 - [Jetstar to launch Australia's only low-cost direct flights to Sri Lanka, with fares from just \\$315*](#)



About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

Get the Jetstar app



Follow us

