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RYANAIR HOLDINGS PLC
Form 6-K
September 21, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

For the month of September, 2004

RYANAIR HOLDINGS PLC
(Translation of registrant's name into English)

c/o Ryanair Ltd Corporate Head Office
Dublin Airport
County Dublin Ireland
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- _____

RYANAIR LAUNCHES INFLIGHT ENTERTAINMENT SYSTEM
The Revolution in Customer Service Continues

Ryanair, Europe's No. 1 low fares airline today (Tuesday, 21st September 2004) announced its intention to introduce inflight entertainment (IFE) on all its flights, with the acquisition - subject to board approval - of the APS inflight entertainment system, which will be trialled initially on five Stansted based aircraft from 1 November, and if successful will gradually be rolled out across our entire Boeing 737-800 fleet over the Winter, making IFE available to all passengers, on all aircraft in the Ryanair fleet from March next.

The APS portable video technology is one of the most advanced and easy to use

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entertainment systems in the world. The Ryanair inflight video system will offer Ryanair customers the latest Hollywood movies, up to date chart videos, cartoons, comedy classics, sitcoms and audio cd's at a special introductory offer price of GBP5 or EUR7 per flight.

Rolling out the Ryanair inflight video system in London this morning, Ryanair's Chief Executive, Michael O'Leary said:

"Ryanair is delighted to be the first low fares airline in the world and the first shorthaul airline in Europe to offer all our customers the latest Hollywood movies on our inflight video system. This new technology will allow Ryanair's passengers to enjoy the latest in inflight entertainment, which will further enhance Ryanair's No.1 customer service package. Nobody beats Ryanair's customer service, which includes:

- The lowest air fares in Europe.
- Brand new aircraft.
- All leather seats.
- New technology inflight entertainment
- No.1 on-time major airline.
- Fewest cancellations.
- Fewest lost bags.
- Fewest complaints.

"From November onwards in-flight movies won't be confined to rich people travelling in business class on long-haul flights. Now the latest Hollywood movies, music videos etc. will be available to all Ryanair passengers who will continue to enjoy the lowest air fares in Europe together with the best customer service.

"Nobody beats Ryanair's low prices, nobody beats our punctuality and now nobody beats our inflight entertainment either!"

RYANAIR MOVIE SELECTION NOVEMBER 2004

Movie	Genre
I, Robot	Action/Sci-Fi
Dodgeball	Comedy
Garfield	Animation/Family
The Day After Tomorrow	Action/Adventure
Man on Fire	Thriller/Drama
The Girl Next Door	Romantic Comedy
Cheaper by the Dozen	Comedy
Master & Commander	Action/Drama

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Stuck on You	Comedy
Runaway Jury	Thriller/Drama
League of Extraordinary Gentlemen	Sci-Fi/Adventure
X-Men 2	Action/Sci-Fi
Shrek 2	Comedy
Sinbad: Legend of the Seven Seas	Animation/Family
A Cinderella Story	Romantic Comedy
Scooby-Doo 2	Sci-Fi/Fantasy

RYANAIR TV	RYANAIR CARTOONS
Friend's	Batman Beyond
Dad's Army	Scooby-Doo
One Foot in the Grave	Powerpuff Girls
Only Fools and Horses	Baby Looney Tunes
Teletubbies	Dexter
The Simpson's	
Dharma & Greg	
The X-Files	
Lizzie McGuire	

Ryanair music videos: Include the latest chart toppers
Ryanair audio: Includes Jazz, Country, Chart, Rock & Oldies

Ends. Tuesday, 21st September 2004

For further information:

Paul Fitzsimmons - Ryanair	Pauline McAlester - Murray Consultants
Tel: 00 353 1 812 1228	Tel: 00 353 1 4980 300

END

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

RYANAIR HOLDINGS PLC

Date: 21 September, 2004

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By:___/s/ Howard Millar___

H Millar
Company Secretary & Finance Director