

# FLIGHT

## DAILY NEWS

# 11

## SEPT

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LONG BEACH | ISSUE 3



Maya Okano called to the bar

### Cheers – raising the Dream bar!

The Boeing B787 Dreamliner is offering a broad canvas for designers and equipment manufacturers to work with. Jamco (AIX 959) is displaying its new B787 Premium Class Bar at the show.

"The bar unit is available in full height and half galley cart configurations," says Jamco's Donald Wren. "For Boeing's B787 customers, there are eight different families and twelve different types to choose from. We have also manufactured similar bar units for other 747-400 customers," says Wren.

### Air Canada Gogos with Aircell

Aircell (WAEA 255) has added Air Canada to the list of airline takers for its Gogo terrestrially based passenger broadband service. The Canadian carrier plans to offer the service to passengers on trans-border flights from next spring, initially equipping Airbus A319s.

Air Canada is the fourth carrier to be associated with Gogo. American Airlines is trialling it on 15 Boeing 767s, while Virgin America and Delta have committed to fleet fits.

The American Airlines trial was formally launched three weeks ago. "Now that we're up and running on American and selected by three more carriers, we're being taken more and more seriously," says Fran Phillips, Aircell's senior VP for airline solutions. "We hold a signed letter of intent from another carrier and are in contract negotiations with a second."

American Airlines plans to fit its entire domestic fleet if the outcome of the trial is satisfactory.

# HANG UP THE BILL AND SEE SENSE

The "Hang Up" bill, designed to stop US airlines from keeping up with in-flight cellphone voice developments in the rest of the world, was described as "an embarrassment" at a key panel session in the WAEA conference yesterday.

"It's an embarrassment to the USA," said Paul Domorski, CEO of EMS Technologies. "From my perspective it puts uncertainty into the market as to what's going to happen in this area, and frankly provides cover for people that don't want to make these decisions. I think we have to speak out as to why this bill doesn't make any sense."

The "Halting Airplane Noise to Give Us Peace" (HANG UP) bill is intended to outlaw the use of mobile phones for voice communications on airliners operating in US airspace. The controversial bill was approved by the House Transportation and Infrastructure Committee just over a month ago, and will probably go to the House floor next month.

Elsewhere in the world, passengers are beginning to embrace the technology without



Paul Domorski – proposed bill is an embarrassment to the US.

any of the problems that the scaremongers have predicted

The first airline to go live with onboard cellphone was Emirates of Dubai. Patrick Brannelly, the carrier's VP of passenger communications, was in the audience. He pointed out the absurdity of the bill's attempt to legislate bad behaviour by ironically proposing a "Stop Eating Pizza on Planes Act" because he had recently been annoyed by a fellow passenger eating pizza in the seat next to him.

Brannelly reinforced the message from the panel, declaring that there had not been a single

problem caused by passengers using cellphones on board since Emirates first introduced the AeroMobile service in March this year.

The airlines and their communications service partners are hoping the bill does not pass because it will retard efforts to develop ancillary revenues from inflight calling.

Domorski told the audience that he was optimistic that the US would see sense. "It could pass, but I don't think it will," he said.

## Zim lights on an ECOmy seat

ZIM Flugsitz (AIX 463) has launched its ECO economy seat "We called it ECO because it's an economy seat and it's ecologically friendly," says sales manager Klaus Gerland. "We've focused on keeping it lightweight and using our seat would give a 30% weight reduction.

"That 30% reduction would save some \$422 (€300) per kg. And with an airline environment every little helps," he says.

The seat, made of a mixture of lightweight aluminum and carbon fiber, weighs just 20lb (9kg) per seat. It comes in three versions – Long Range with a 9" recline, Medium Range with a 6" recline and the Short Range which features a fixed back.



Angelika Zimmermann sits pretty in the new seat

# Air Data destroys 99% of cabin contaminants



Reflecting in the glory is Iacobucci's Barbara Passeri

## Wake-up and smell the coffee

A new coffee maker meeting the Arinc standard for 787s is being showcased here by Italian manufacturer Iacobucci HF Electronics (AIX 859).

"The Hi-Fly Bev Maker meets with Arinc standards making coffeemakers interchangeable," says technical director Jerry Ramos. "Sometimes airlines get stuck with one supplier, this way the airline can change the coffee manufacturer whenever they desire," says Ramos.

The Hi-Fly Bev Maker features include a light-weight anodized aluminium frame, versatile mounting system, easy to touch control board, non pressurised hot water system, and a separate outlet for tea and hot and cold water.

Air Data (AIX 1014) is highlighting its JetAir cabin protection systems including a Bio-Protection System that it says will destroy 99.99% of bio-contaminants.

Air Data says it has proven effectiveness on Avian Flu as well as other viruses and diseases. It also claims to offer 'significant' reductions in cabin ozone levels.

The secret ingredient is Air Data's Plasmer 'cold plasma ionic interaction' technology that already features on the International Space Station and unlike traditional cabin protection systems, JetAir's system destroys particles rather than filtering them. This means there is no risk of re-infection, and no need to change the filter.

The system features a multi-stage decontamination process and microorganisms, viruses and other small contaminants are electrically charged so as to be attracted to the surfaces of porous dielectric materials where living and parasitic matter are subjected to lethal effects.

## LATCH SOLUTION

Applied Concepts Aircraft Solutions (AIX 1110) has the answer to affordable customized latches.

President Manny Loret de Mola says: "Our latches have a common mechanism, but we can offer affordable customization. Our latches are similar in cost to off-the-shelf latches. "We're trying to provide variety and choice throughout the cabin and are seeing strong interest from manufacturers," he adds.

## IN BRIEF

### STG OFFERING

#### LONG LIFE POWER

STG Aerospace (AIX 767) has a battery system that is good for 20-years and could save airlines money with its WEPPS (Wireless Emergency Primary Power System).

President Gary Girard says: "Even with photoluminescent lighting there is a need for batteries for the emergency cabin lights. Our system is maintenance free and is good for 20 years, it's also easy to dispose of afterwards unlike traditional batteries which are HAZMAT [Hazardous Material]."

WEPPS uses a Lithium Sulphur Dioxide battery which doesn't need recharging or any maintenance. Whereas traditional batteries will have an average life of 3-5 years because of constant charges and draining while the crew make the safety checks.

WEPPS has a diagnostic panel and will do the emergency lighting check in just 10 seconds, claims Girard. And if there are bulbs that need changing it will show the exact location of the defunct bulb.

### SOUNDS A GOOD DEAL

Finnair is to invest in a new premium noise-cancelling headphone from Phitek Systems "The new headphones will offer Finnair passengers the ultimate listening experience," says Phitek's CEO Mark Donaldson. "The passengers will experience state of the art noise cancellation performance of up to 22 decibels combined with a dynamic and full range audio response."

### A LOO WITH A VIEW

Yokohama (AIX 1031) is showing its Lavatory F a deluxe lavatory specifically aimed at the premium cabins.

"It has two windows as well as infrared faucets and much more space," explains Kelly Stolle vice president Marketing and Business Development. Designed to slot in to a 737 the lavatory features a no-tools required water heat reset switch and optional water filter access, as well as an improved liquid soap dispenser, hidden cabinet door latches and an improved corrosion prevention with a one-piece floor plan.



James Kennedy takes cover at the show.

## JetBrellas provide cover for the power and the passenger

It's not just people that need umbrellas, jets need them too according to Jet\Brella Inc (AIX 579).

"Jet engines can be severely damaged when they're on the ground. Excess exposure to humidity is the primary cause of corrosion, and can lead to performance deterioration and asset depreciation. Sand, debris, foreign objects, and even birds can nest in the turbine engines and cause damage. They need protecting," says vice president James Kennedy. The company has developed an umbrella that covers the nacelles.

"JetBrellas are different to ordinary umbrellas although the design looks

similar," says Kennedy. "The covers are made to military spec materials and each one is custom made to our client's requirements. For instance, our Middle East customers require a solid material as opposed to mesh to protect against the desert sands." JetBrellas can be designed for all sizes from 747s to Beechjets.

Jet\Brella is also showcasing its new entry door canopies "These protect the entrance to the aircraft from rain and shield the passengers when they have come in to a small airport with no cover facilities. They are lightweight, easy to use and fold up in to a bag," says Kennedy.

### REGENT GOOD FOR AN EMERGENCY

Airbase Services (AIX 541&641), a division of Regent Aerospace is one company that hopes some of its key products never get used.

"We produce the emergency slide, life raft and life vests among other essentials for commercial and VIP jet emergencies," says VP and general manager of Airbase Services Scott Wargo.

"Our life preserver is the lightest certified vest in the world weighing 400 grammes," says Wargo.

"We custom produce the vests which are available with five or ten year service life - both are vacuum packed."

Airbase Services also produces cargo containers, galley and structural components, as well as galley inserts ranging from coffee makers to ovens and chillers, as well as IFE equipment.



Inflation is good for Regent's Michael Lilley.

## Lufthansa Technik lights the way



Marco Seidlitz sees the light.

Lufthansa Technik (AIX 953) says there are still airlines that haven't yet seen the light about photoluminescent emergency lighting.

"We're here to show people our Guideline system. There are airlines out there that don't know about this technology," explains Marco Seidlitz project manager Guideline.

The key is that, once installed, the system is maintenance free and has an unlimited lifespan.

"Guideline is now on 90% of Airbus, 100% of Bombardier and on Boeing's 747-8 aircraft," says Seidlitz. He believes that the real cost saving of using Guideline over the traditional electric systems is that it is "more of an insurance policy".

"A fully loaded 747 in Montreal which loses 2m of emergency lighting cannot depart to Frankfurt. That's 470 passengers that have to be put up in hotels and then another aircraft has to be ferried over," explains Seidlitz. "And then you are looking at a cost of \$3m. With Guideline you know that the emergency lighting will never break. It's 100% reliable."

Guideline is available in different colors and can be supplied in any length or size required. Lufthansa Technik claims that Guideline is 25% more luminescent than comparable products.

The system needs just 15 to 30 minutes of cabin light to charge the system for a 12-hour flight.

It is non-radioactive and has low flammability all the while being non-toxic. The only maintenance required is routine cleaning.

### 'THE EAGLE' HAS LANDED..WITH FOOD

Driessen Aircraft Interior Systems (931) is showcasing a new and improved ultra light-weight galley cart.

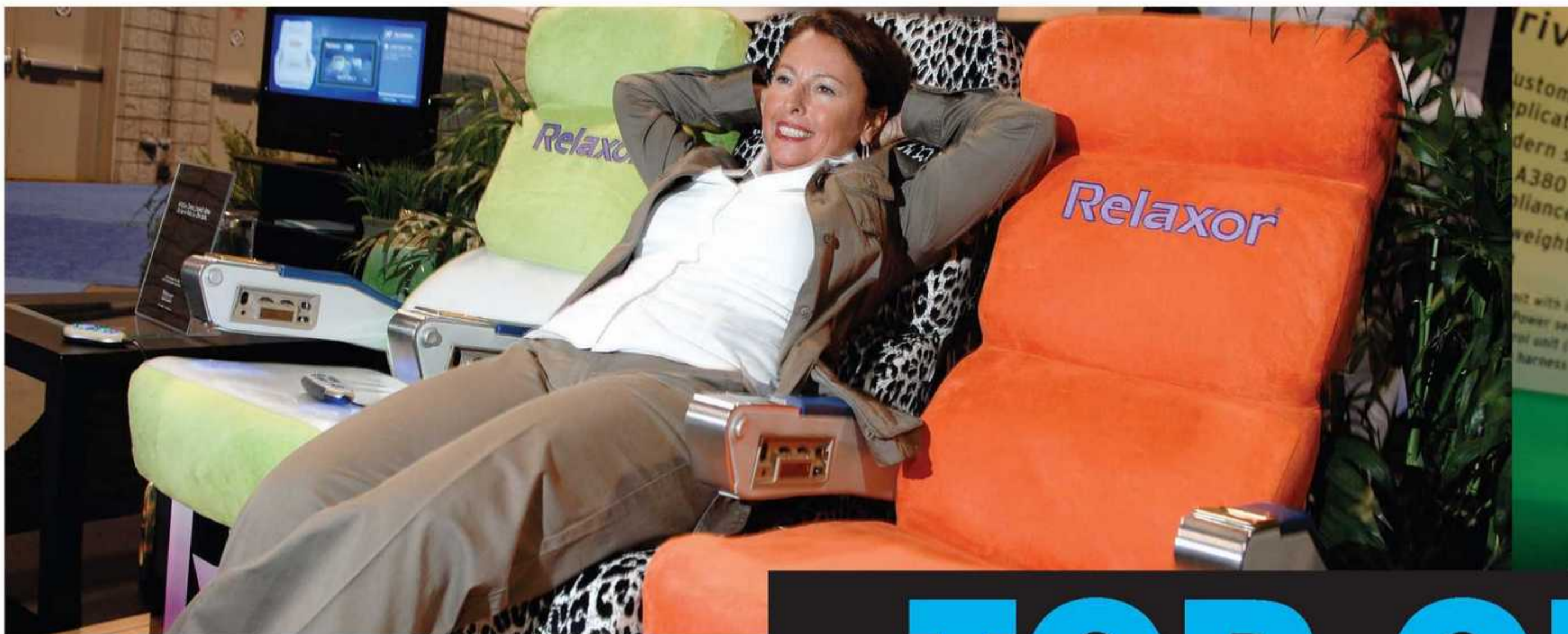
'The Eagle' is part aluminium and part composite and has been redesigned after airline crews tested the first one.

"We launched the first cart a couple of years ago but after crew feedback we decided to improve on it. The locking system is now located at the top, much easier for crew to handle, there is now a soft touch handle and the cooling properties have improved. Other features we have improved on are the kick plate and flip over table. All of which also make 'The Eagle' a more attractive cart," says regional director of sales and marketing Chris Northern.

The ergonomic durable cart has also reduced in weight from 19kg to 15kg and is fully repairable.



Chris Norton with the added value galley cart.



Iona Schentag feels the benefit of the massage seat.

## Relaxor refreshes the long haul passenger

Take the weight of your feet and enjoy a massage on one of Relaxor's (AIX 815) cabin seat massagers.

"The system is built into the cabin seat with the controls in the armrest or through the IFE system.

"It offers the passenger lumbar support, 2-12 motors as well as having a heat and cooling system which draws heat and moisture away from the passenger's body which refreshes them – great for long haul flights where you can get very dehydrated," says president and CEO Judie Rothenberger.

The Santa Fe Springs located company already has a host of commercial clients including Emirates, Qatar, Etihad, Qantas, Air India and Kingfisher, who have installed them in their premium sections, there has also been interest from the VIP market.

"While we are not advertising them as a health benefit as yet it is obvious that it will help circulation as well as relax the passenger," says Rothenberger.

# TOP OF SIT PA



Rachel Coursey testing the comfort of Stimulite.

## Stimulite has no fear of ejection

Supracor (AIX 915) is exhibiting its Stimulite honeycomb for seats which has been selected by Martin Baker for its ejection seats.

Stimulite is an advanced form of aerospace honeycomb that is both soft and flexible with proven performance. It is a lightweight, anisotropic structure and depending on the cell size its honeycomb matrix can be more than 93% air. Thousands of tiny perforations in the cell walls circulate air both horizontally and vertically to control heat and moisture, keeping users cool and comfortable during their flight.

The company says that Stimulite is naturally anti-microbial and

allergen free and available in various configurations, ranging from soft to firm and single to multiple layers, that can be fully customized.

"When Martin Baker began their research they explained that with increasing mission times, maintaining and enhancing crew efficiency and performance had become a vitally important issue," says Susan Wilson, Supracor's vice president and creative director. "Because sitting tolerances for air crew on long haul missions can be similar to those of wheelchair users, we designed a special configuration of Stimulite to accommodate the ejector seat profile while ensuring long-term performance and comfort."

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# FTHE RADE

Bob Riedford offering the complete solution with Buehler.

Loic Bouet – leading the technology from France.

## Buehler motors into motion

Buehler Motor (AIX 1139) has the solution to lengthy seat motion reviews with its GUI (Graphical User Interface).

Technical services manager Russ Proctor says: "Seat motion reviews can be labor intensive. The technician will have to program the software and it can take two or three hours. With our system the entire ordeal will take only half an hour."

AIX Long Beach is the first time Buehler has shown a complete system in North America, rather than just the actuators.

Its SCS-1 control system can control up to 18 actuators as well as external components. "That's enough for three business or first class seats with one control box," says Proctor.

And Proctor says that the responses from customers has been "jaw dropping when they see what we can do."

President and general manager Bob Riedford explains: "With the expansion into providing the entire actuation system we're having to step up. We have to support it, and that means being on-site within 30-minutes if part of the system stops working. We're keen to expand into the North American market."

## SICMA sitting pretty on SIT

French seat manufacturer Sicma Aero Seat (AIX 533) has unwrapped its SIT – Seat Integrated Technology IFE.

According to SIT product manager Loic Bouet it will give an airline 50% reduction in cost and weight.

"SIT with one control box can control 700 units, so you only need one per aircraft and it weighs just 1kg. Already compared to other systems you are saving some 200kg," says Bouet.

The system comprises four components: A smart display unit, a seat power box, backbone optical network and the SIT Interface Box.

"The SDU is like a PC in the back of the seat. It has all the parts you'd find in a PC – RAM, flash memory and a hard disk. It's like a portable unit but in the seat back," adds Bouet.

The embedded architecture combines fiberoptic cable with a high level of processing power in the in-seat screen.

The program has met the wandering eye of potential customers, but only in the actual seat back applications. Bouet adds that the system is undergoing qualification and that he expects to sign a customer for the product soon.

## Timco expands its Featherweight Series

Timco Aerosystems (AIX 1049) is expanding its FeatherWeight series of low-weight, high-comfort regional and economy-class seats to include business class seats for standard and widebody aircraft. The new FeatherWeight 3000 series will offer advanced ergonomic, passenger interface and IFE integration strategies.

"The new generation of seat will feature less moving parts and higher reliability than traditional seats," said Richard Ortiz, general manager, Timco's Brice Seating.

Timco also expects the new series of slim, high-comfort seats to be the lightest in its class, typically weighing 10% lighter than competitive models.

As part of continued efforts to reduce weight on the aircraft, Timco is also offering lightweight galley and lav replacements on the B767. The FeatherWeight Lav Refresh system, which can be



Michael Sanchez demonstrates the featherweight product

customized to the interior design and colors of an aircraft, features smooth contours, an open spacious feel, ergonomic design, inset mirror LED lighting, one control for water supply and temperature, handicap provisions and a lightweight composite counter top.

# That's nice Infotainment

Lufthansa Technik (AIX 953) has unwrapped its niceview 3-D passenger infotainment system at the show.

Niceview builds on the company's AirTrack, but with improvements. "Niceview has a much higher resolution and is fully HD [High Definition] as well as having the world-wide database," explains Gerolf Dietel Marketing / Communication Innovation for Lufthansa Technik.

"It has a resolution of 1sq. m/pixel and full three-dimensional views. It also ships with a configuration tool, so that the operator can make the changes they want on their laptop, and transfer the settings via a USB drive onto the server," says Dietel.

This means that the operator can change settings such as the sequence for the virtual views, change logo colors,



Gerolf Dietel has a nice view

change the ticker type or rate or even the language.

The system also allows the operator to include movies or images as part of the sequence such as safety videos or advertisements.

For the terrain niceview uses both satellite imagery and topographical data.

Therefore it can show a virtual view allowing zooming and becomes more flexible than a camera.

"If you are using a fixed camera maybe the first minute is interesting. You see the take-off, then you see trees and then you see gray clouds. With niceview you

can see much more," says Dietel.

As such the system can display a virtual cockpit view or an external 3-D view.

"Because it uses topographical data with satellite data, mountain ranges look like mountain ranges," adds Dietel.

## New sounds and sales for Thales TopSeries



Linda Bensadoun shows off the TopSeries IFE system.

Thales Avionics (WAEA 655) has announced two enhancements to its TopSeries audio/video-on-demand IFE system. The system, which leads the selections race on the Boeing 787, will in future offer high-fidelity surround-sound and advanced facilities for on-board commerce.

The California-based IFE manufacturer has teamed with New Zealand's Phitek Systems to incorporate Virtual Surround Sound (V3D) technology into TopSeries. The software-based V3D is designed to yield accurate and natural binaural reproduction for all audio content across all formats. It includes parametric equalisation, which will enable airlines to offer the improved sound through low-end headphones.

The upgrade reflects Thales' aim to a home theatre-style experience in the cabin. "We evaluated a number of potential suppliers of this kind of technology and Phitek emerged as the best in class," says Lori Salazar, Thales VP of product management. "The introduction of V3D represents a significant opportunity for airlines to differentiate the passenger experience."



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**“We can help IFE to lighten up,” says AP Avionx**

“We believe we can extend the engineering capabilities of the major IFE and communications vendors,” Eric Tarter, commercial products director of AP Avionx (WAEA 152), said here yesterday.

The company has just been set up as a business unit of San Diego-based AP Labs, which has specialized in the supply of major electronic subsystems to the US military since 1984. “That history has given us skills that we can use to cut the weight, volume and power demands of current-technology IFE systems,” said Tarter.

AP Labs itself first addressed the IFE/communications market four years when it was contracted to produce airborne equipment for the terrestrially based broadband service planned by the now defunct Verizon Airfone. “Many of the people involved in Verizon Airfone went on to help develop today’s Row 44 Ku-band satellite and Aircell terrestrial broadband systems, for which we now supply several pieces of airborne equipment,” Tarter said.

The decision to set up AP Avionx was taken towards the end of last year and the new identity was unveiled on the eve of the show. “We see the IFE/communications market as a tremendous growth opportunity for a company like us,” said Tarter. “We believe we can be of service to several layers of the industry – the airframers, the top-tier IFE vendors, and smaller suppliers lacking deep engineering expertise.”

The new company is targeting 20 per cent year-on-year revenue growth. “We’ve already had some very interesting conversations with potential customers at this show,” Tarter said. “Our Row 44 and Aircell programmes have really opened some doors for us.”

# There’s an Aura around Starling/EMS alliance



The collaboration between Israeli Ku-band antenna supplier Starling (WAEA 617) and EMS Technologies (WAEA 1272) announced early this year has come to fruition here in the shape of the newly unveiled and rebranded Aura range of products.

The Aura family includes three two-way Ku-band systems based on Starling’s existing MIJET family of low-profile mechanically steered phased-array systems – the original MIJET for long-haul airliners, mini-MIJET for business aircraft and MIJETLite for narrowbody airliners. In their Aura guise the antennas combine Starling’s phased array and radio-frequency elements with an EMS positioner to physically tilt and rotate the array.

Starling has long wanted a US partner to help with manufacturing, marketing and sales in order to crack the North American airline market. In EMS Technologies it has found a collaborator that knows the sector well through its agreements to supply Ku-band receive-only antennas for the LiveTV



Michal Rosenzweig (left) and Jacob Keret ready to crack the US market with the Starling antenna (inset).

inflight television service offered by JetBlue and a number of other carriers.

The single-panel Aura 1P-A is designed as a lightweight, low-profile package to meet the needs of regional carriers. Aura 1P-B antenna system also has a single panel, but shaped differently to offer greater performance for regional and international carriers. Both are still in development. The larger, three-panel Aura 3P offers the

maximum in data rates for regional and worldwide carriers. It is fully developed and commercially available.

Also included in the range are the Aura DBS 2.5 and DBS 3.0 for inflight TV receive-only operation with direct-broadcast satellites. With more than 250 units in service with LiveTV’s airline customers, the DBS Auras allow passengers to access up to 150 video channels from their seatbacks.

## IMS tie-up aims to change face of IFE

Handheld IFE market leader The IMS Company (WAEA 247) has agreed in principle to team with Paris-based cabin interiors and aircraft systems provider Zodiac Group in a joint venture to tackle the inflight entertainment equipment market.

To be named IMS-Zodiac, the new undertaking will “change the way this industry looks at IFE,” says IMS chief operating officer Rod Farley. “The air transport industry, buffeted by rising fuel costs and unprecedented challenges, needs paradigm-changing solutions that relegate traditional IFE to the past.”

He’s echoed by Maurice Pinault, senior VP of Zodiac’s cabin interiors segment: “We believe

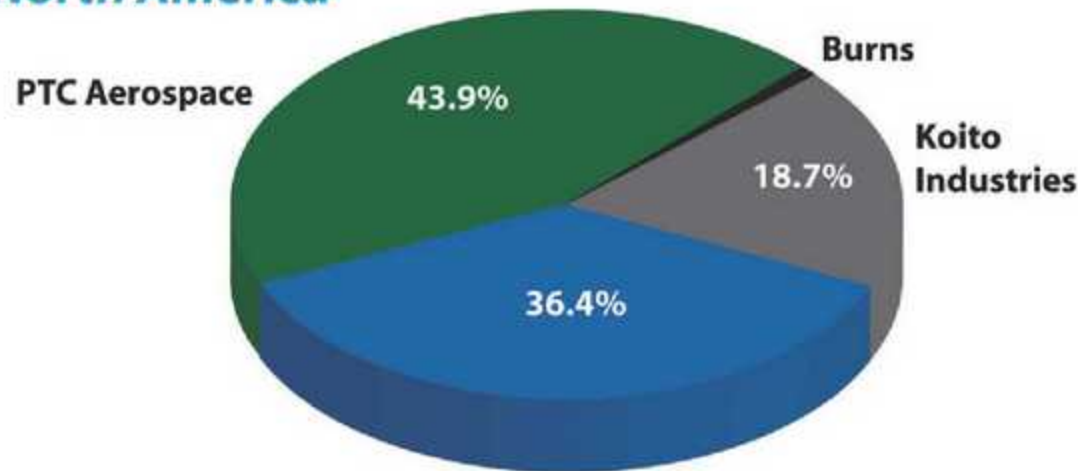
our strengths are highly complementary.

Coupling Zodiac’s global reach, financial stability and seat-integrated technology with IMS’ IFE expertise, market standing and product portfolio can lead to smart, innovative and reliable alternatives to traditional IFE products and services.”

One of the prime drivers behind the tie-up, which is due to be finalized before the end of the year, is understood to be the work that Zodiac group member Sicma Aero Seat (AIX 367) is doing on a new embedded IFE architecture combining fiberoptic cable with a high level of processing power in the in-seat screen.

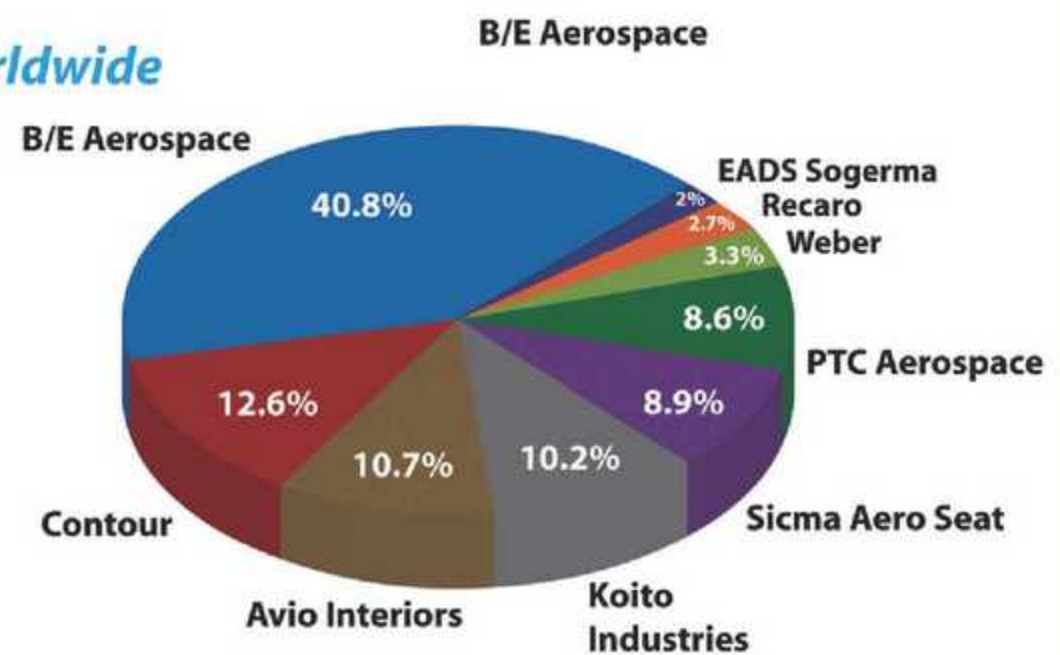
### Business seat manufacturers for Boeing 777

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A special report on the Interiors market is being distributed by ACAS during the show.

The chart is typical of the information that can be obtained.

■ For more information email [acas.sales@flightglobal.com](mailto:acas.sales@flightglobal.com) or call 866 348 4503.



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Within an hour's drive from Long Beach you can pretend you're a movie star at Universal Studios Hollywood, spend a day as a kid again at Disneyland, tee-off in luxury at Donald Trump's golf course, or chill out on one of California's sun-kissed beaches.

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Anaheim, CA 92803  
Tel: 714 781-4565

[www.disneyland.com](http://www.disneyland.com)

If you're looking for fun after the show why not visit the "The Happiest Place on Earth". Located in Anaheim is Walt Disney's original theme park, Disneyland.

Head down Main Street USA the theme park's main drag which resembles Mr Disney's home town of Marceline, Missouri, It's here that you will probably bump in to an oversized Walt Disney character. Look out for the Parade of the Stars featuring all the famous Disney characters.

Try and stay until the park closes when Sleeping Beauty's Castle and the rest of the park is lit up and the night ends with a wonderful firework display.

If that sounds a bit too 'silly' for you a new park next to the original one opened in 2001. Disney's Californian Adventure (DCA) pays tribute to the state's colorful history and its natural wonders. Highlights include Golden State, an area broken in to sections that recognize California's cultural achieve-

ments, and Hollywood Pictures Backlot – which depicts the life and history of moving pictures.

## Universal Studios Hollywood

100 Universal City Plaza  
Universal City, CA 91608

[www.universalstudioshollywood.com](http://www.universalstudioshollywood.com)

If you're a movie-buff this is the place for you! Universal Studios Hollywood is one of the world's oldest operating movie studios in the world. Take the tram for a 45 minute narrated Studio Tour and see the sets to Jurassic Park, War of the Worlds and the scary motel from Psycho. Although it is unlikely you will bang into a 'real' shoot or movie star it is great fun offering an entertaining mix of movie history, high-octane live action shows, and thrill rides including the thrilling Jurassic Park ride and Shrek 4-D.

Good tip – opt for the Front of Line passes, to beat the queues.

## Trump National Golf Club

1 Ocean Trails Drive  
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Tel: 310 303 3216

[www.trumpnationallosangeles.com](http://www.trumpnationallosangeles.com)

Located on the luxurious Palos Verdes Peninsula just thirty minutes south of Downtown Los Angeles it is thought to be the most expensive golf course ever



A ride through the Jurassic Park set at Universal Studios leads to a wet ending.

built, but then it does belong to Donald Trump. It is everything you can imagine. Perched on the cliffs of the Californian hills it has a spectacular panoramic Pacific Ocean view, a grand 45,000 square foot clubhouse that offers stately locker rooms, a fantastic pro-shop, three world class restau-

rants, secluded conference rooms, and a magnificent grand ballroom. If that sounds too good to be true, all 18 holes and practice driving range are open for public use too – so you don't have to be a member.

You might like to check their website for rates though!

## SHORE THINGS

If you are staying in California after the show and fancy getting out of your suit and getting your swimming shorts on for a spot of chilling on the beach you won't be disappointed. Long Beach itself offers some sandy beaches and coastline near downtown, Naples, Belmont Shore and Long Beach Peninsula that are enjoyed for their scenic beauty. But if you're looking to get out of Long Beach the Orange County coast does consist of a string of wonderful beaches that are popular holiday spots in the USA. Some of the best beaches are Huntington (known for its surfing), Newport Beach and further south is stunning Laguna Beach.

## A taste of the Med...

If you want to escape the hustle and bustle of Long Beach take a boat trip out to (Santa) Catalina Island for a taste of the Med.

The Rocky Island is part of the Channel Islands and is located around 22 miles from Long Beach. It has an unusual history having been a hangout for Soldiers, smugglers and sea-otter poachers, then in 1919 Chewing-gum magnate William Wrigley Jr bought the island and used it as a spring training ground for his baseball team, the Chicago Cubs.

Today the Island is sheltered from development and protected from urban sprawl with native flora and fauna, crystal clear waters teeming with marine life, rolling hills, valleys and canyons, which are looked after, and owned, by the Santa Catalina Island Conservancy.

The only city in Catalina is the charming village of Avalon which provides fine dining and shopping.

It's main landmark is the art deco Casino which was a dancing haunt in the 1930s and 40s in its giant grand ballroom. The theatre now offers tours of the building and also shows first-run Hollywood movies.

## FLIGHT DAILY NEWS

Flight Daily News is published on all three days of the Aircraft Interiors Expo Americas show. The editorial office is based in the Media Center at the show. To get your company's story in the paper visit the office or email: [flightdaily@aerocomm.aero](mailto:flightdaily@aerocomm.aero) or call (347) 302 1320

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