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ISSUE 3

ReConnexion lines up for take-off

BRENDAN GALLAGHER

One of the longest-running stories in the connectivity saga could be coming to an end. T-Mobile and VT Miltope (Stand C30, Hall 7), ViaSat (Stand C5, Hall 6) and TriGnoSys (Stand C1, Hall 6) have formally announced that they have teamed to offer a Ku-band satellite broadband and GSM telephony service for air transport.

It's an open secret that the newly formalised partnership has been working together since shortly after the demise of Connexion by Boeing in 2006 in a bid to define an offering to replace that system with Lufthansa, which valued it highly and is keen to find a replacement.

With German-headquartered mobile phone operator T-Mobile acting as the service lynchpin, VT Miltope has defined an airborne equipment fit. Californian mobile satellite specialist ViaSat is responsible for satellite networking infrastructure and Munich-based TriGnoSys for software development.

The service offering comprises an onboard WiFi hotspot to support broadband access via passenger laptops and smartphones. T-Mobile will offer a variety of payment methods, and interface with the airline loyalty programs will be possible.

The T-Mobile-led team is known to have been involved in protracted discussions with Lufthansa in relation to what could be the last sticking points before a contract. They are also reported to be in discussions with two other long-haul carriers and to have reached a shortlist of two potential providers with one of them.

They continue to study the all-important antenna choice. There are a number of potential suppliers of lightweight, compact second-generation Ku-band antennas.

Candidates are ViaSat itself, which provides equipment for the successful ARINC SKYLink broadband service for business aviation; AeroSat, now flying on Row 44's trial services with Southwest Airlines and Alaska Airlines; EMS Technologies, selected for Panasonic's eXconnect; and Germany's QEST, teamed with Tecom of the USA.

Of these, AeroSat is understood to be the front-runner.

The new teaming brings an impressive array of credentials to the Ku-band connectivity marketplace. VT Miltope supplied significant volumes of cabin equipment, including wireless access points, to Connexion by Boeing. ViaSat is fast emerging a major player, not only as an equip-

ment supplier but also as a service provider. Its recently launched Yonder service competes with ARINC SKYLink in the business/VIP aviation market. And TriGnoSys has been responsible for a string of innovative developments in connection with the Inmarsat L-band satellite system, widely used by airlines, business operators and governments. ■



Let smoke get in your aisles

No smoke without fire – oh yes there is says Myrth Mylius.

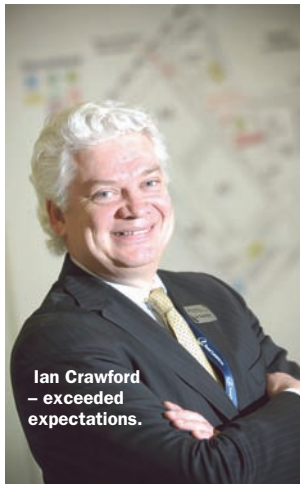
Do you remember the days of smoking on aircraft? Well if the inventor of SuperSmoker (stand 4D20), gets his way it may be back again, although this time not in an offensive or harmful way.

"SuperSmoker Blue is an electronic cigarette which can be used everywhere," says Dimitri Kyriakopoulos CEO. "I don't smoke and dislike being around people that do both for health reasons and the smell. I came up with this idea which can help people who want that nicotine hit but not in a harmful way to them, others or the environment."

This revolutionary high-tech product of evaporation and computer technology looks like a real cigarette and even 'smokes' like one but comes with a battery and charger. "Inside the 'cigarette' is a membrane that heats to 120/130°C, and filter cartridges which contain nicotine and natural flavours. The 'Blue' is the tip of the cigarette which also helps differentiate real cigarettes' red ash look. It's not smoke and fire, so when you inhale it is not harmful smoke and toxins only harmless water vapour, and of course doesn't smell."

The SuperSmoker has been medically proven as safe and its filters are subject to ongoing laboratory control. The 'cigarettes' are already stocked in shops in Germany, where it is manufactured, Holland and also at Harrods in London. "I am at the Aircraft Interiors show in the hope the industry can see the benefits of stocking them on board aircraft. It is a perfect solution for smokers who are unable to smoke on board long-haul flights in particular to help curb their nicotine addiction but in a harmless way," says Kyriakopoulos.

The SuperSmoker Blue Starter pack comes with 24 filter cartridges, zero strength (without nicotine) together with an ultra-compact charger, a novel storage pouch and a user manual. Nicotine filters are also available as are lights and menthol. The cost of one SuperSmoker Blue is €109 and €15 for a pack of 24 filters.



Ian Crawford
– exceeded expectations.

HEADLINES

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Business as usual as show holds ground with 2008

This year's Aircraft Interiors exhibition in Hamburg has exceeded show organisers' expectations by roughly matching 2008 record levels for visitors and exhibitor space despite the tough economic climate.

"We were trying to set expect-

tations both internally and externally at a realistic level," says Reed Exhibitions group exhibition director Ian Crawford, pointing to the difficult economic conditions. "But the visitor numbers are very comparable to last year.

"And just by looking at the

halls, anyone can see that the exhibitors haven't held back. Metre for metre, [for exhibitors] it's about the same as last year."

This year marked the tenth Aircraft Interiors and the eighth at the Hamburg Messe. In 2008 there were 12,159 attendees at the show from 124 countries.

AMSAFE WINS A350 XWB CARGO HOLD RESTRAINT WORK

Cargo containment specialist AmSafe Bridport (stand 5F40) has signed a contract with Airbus during the Aircraft Interiors show to supply a bulk cargo hold restraint system for its new A350 XWB aircraft.

The nets are used to protect and restrain safely the bulk loaded cargo on the aircraft.

AmSafe Bridport already provide similar solutions across the Airbus models.

"We are proud it continues our close relationship with Airbus as a first tier supplier on all Airbus programmes," says AmSafe business development manager Paul Goodman. "It demonstrates our unique engineering capabilities in this case allowing us to optimise the design and minimise weight.

Making the stand a masterpiece

For more news/show images see flightglobal.com

There are many great works of art at the aircraft Interiors show – but few that are truly priceless.

But one booth has some incredible artwork on display – as well as some furniture that would not bless even the greatest of VIP jets.

As part of EAD Aerospace's promotion of private jet interior concept an original, never before exhibited, Picasso ink drawing is on display its stand, 6C12.

The drawing is from a private collection and is accompanied by a Louis XIV guilt wood console table, a Louis XVI clock and a Napoleon III bronze.

EAD Aerospace works with an artistic director, interior designers and modern and



antique art experts to combine technology and art allowing the inclusion of such decoration in their designs.

Stephane Bloch (r) and Francoise Poinard (l) take special care with their priceless Picasso.

Wing your way home with an iPod



Yarwood's managing director Matthew Nicholls shows the right Touch.

Yarwood Leather is offering showgoers the chance to fly home with an iPod Touch as the daily winner of its aircraft interiors game. Expo attendees need to visit the company's stand at 6B82 and upload the game over Bluetooth. Visitors can text in their scores and a live leaderboard will be displayed at the stand.

Gamers will need to fly their aircraft the furthest for a chance to win. Top place gets rewarded with the iPod Touch while second place takes home a Nano and third can bag a Shuffle.

Hand crafted for that unique touch

A range of its hand-tufted and specially designed carpets is on display by German carpet manufactures Tekima (6A64).

"Our carpet are specifically for the VIP market," says Beate Zimmermann sales and marketing manager. "We work closely with our customers to design the right carpet for them and our top quality combined with aesthetic products is the basis of our success. The fine graduation of colours in tufting is a basic requirement in surface structures. We can also use a combination of embroidering techniques called Loop and Velour which

results in surfaces reflecting in themselves. A special treatment called relief shaping styles and colours of existing designs become even more expressive."

The turnaround from design to completion can take two weeks or two years depending on the customer. "Each design is actually unique to them. They will either supply their own designers or use one of our two

in-house designers." The colourful carpets can be made of Lurex fabrics, mulberry silk or pure wool which has the flammability needed for aircraft.



World Airline Awards

Economic woes are taking their toll and airlines are feeling the squeeze too.

But at last night's World Airline Awards it is clear that ultimately even in testing times the passenger is benefiting.

Edward Plaisted, Skytrax's chief executive says: "In demanding times the passengers become more demanding. They are looking for more value and their expectations go up.

"Airlines need to make sure that they are keeping the lower number of passengers happy and that they all feel like valued customers. There is a great focus to satisfy those remaining customer numbers.

"Its almost as if they are going back to basics and saying 'we have to try harder'," he says. "There are the airlines that have cash reserves and are using the time as an opportunity to renew or find innovative ways of enhancing their product so that when the market recovers they are ready."

Plaisted says that the airline industry has focused heavily on capacity expansion and that while

now they may not be focusing on extra aircraft they are refocusing on the customer experience.

"Customer experience and customer loyalty is key now," he says.

The World Airline Awards are independent and Plaisted says the aim is to keep it that way as he looks to encompass more numbers of survey takers.

The awards are in their tenth year and Plaisted says he aims to

get more responses from travellers in South America and Africa.

This year responses have come from 97 different nationalities and Plaisted says he has seen a greater number of responses with its Chinese, Arabic and Spanish language surveys.

Plaisted says it is interesting to track how airlines improve their service over the years. "South East Asia is still dominating in the service offerings," he says.



Edward Plaisted, Skytrax chief exec: The passenger is benefiting.

FULL RESULTS FROM LAST NIGHTS CEREMONY:

Airline of the Year	Cathay Pacific	Best Airline – North America	Continental Airlines
Best Cabin Staff	Malaysia Airlines	Best Airline – South America	LAN Airlines
Best Inflight Entertainment	Emirates	Best Airline – Central Europe	CSA Czech Airlines
Best First Class	Singapore Airlines	Best Airline – Southern Europe	Turkish Airlines
Best Business Class	Ethiad Airways	Best Airline – India / Central Asia	Kingfisher Airlines
Best Premium Economy Class	Virgin Atlantic	Best Transatlantic Airline	British Airways
Best Economy Class	Qatar Airways	Best Transpacific Airlines	Asiana Airlines
Best Low Cost Airline	Air Asia	Best First Class Onboard Catering	Singapore Airlines
Best Low-Cost Airline – Asia	Air Asia	Best Business Class Onboard Catering	Ethiad Airways
Best Low-Cost Airline – Australasia	JetStar	Best Economy Class Onboard Catering	Asiana Airlines
Best Low-Cost Airline – Europe	Air Berlin	Best First Class Airline Lounge	Thai Airways
Best Airline – Africa	South African Airways	Best Business Class Airline Lounge	Virgin Atlantic
Best Airline – Asia	Cathay Pacific	Best Regional Airline – Asia	Bangkok Airways
Best Airline – Australasia	Qantas	Best Airline Alliance	Star Alliance
Best Airline – China	China Southern Airlines	Best Low-Cost Airline – North America	JetBlue Airways
Best Airline – Europe	Swiss	Best Low-Cost Airline – Middle East	Air Arabia
Best Airline – Middle East	Qatar Airways	Best Regional Airline – Europe	Aegean Airlines



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DANCING IN THE AISLES FOR THE ASIA SPECTACULAR

The Halls will be full of Eastern Promise this morning when a fully swinging Chinese lion dance will wind its way through the aisles of the Aircraft Interiors Show to promote the Aircraft Interiors Expo Asia, which is once again co-locating with Asian Aerospace it takes place September 8-10 in Hong Kong.

"China remains a key region of the world to target for new business and as other companies are pulling back, it is a good time to go after and increase market share," says organiser Reed Exhibitions' sales director, Richard Thiele.

The recent supply chain landscape in China and Asia changed after COMAC, the long-awaited manufacturer of airframes, was formed in May 2008 by AVIC.

Some of COMAC's milestones include:

- Built and flown a regional jet ARJ21 – maiden flight in November 08.
- Plan to build a narrow body aircraft of up to 150 seats which will compete directly with Airbus and Boeing.
- More future plans include business aircraft and engine designs and builds.

Domestic passenger numbers in China are showing signs of improvement with a reported increase in passenger figures of 21%.

"Aircraft Interiors Expo Asia is the only established aircraft interiors trade event covering the Chinese, Asian and Australasian markets. The 2007 event attracted 60 airlines and over 1,500 visitors. Now is the time to invest in the Asian market," Thiele says.

More information on the show is available on the Reed Exhibitions sales stand 6H40 or via the website www.aircraftinteriorexpo-asia.com

IN BRIEF

Sweden orders second intensive care shipset

The Swedish Government has contracted SAS Technical Services (stand 5F60) for a second Advanced Medical Transport System (AMAT) shipset for a Boeing 737.

SAS Technical Services' AMAT system has been developed as a flexible solution to provide advanced intensive-care capability for aircraft, without a requirement for prior modifications to the aircraft.

Due for delivery in December it will be the second AMAT shipset taken by the Swedish Government for deployment with the Swedish National Air Medevac system.

Aeroconseil seals co-operation pact with JorAMCo

French aviation engineering and services firm Aeroconseil (stand 7F12) has signed a memorandum of understanding for engineering services co-operation with Jordan Aircraft Maintenance (JorAMCo).

The two firms envisage the partnership resulting in additional growth and expanding the capabilities and services of their businesses.

Services covered under the MoU include the procurement of required kits, producing full STCs and engineering designs.

Harvey to head Jet Aviation design team

European completions and refurbishment provider Jet Aviation Basel has promoted Elisabeth Harvey as its new manager interior design.

Harvey, who took up her new role in February, heads the division's 20-strong team of interior designers and will take responsibility for the in-house creation of VIP interior designs for narrow and widebody green completions and refurbishment projects. She will also co-ordinate Jet Aviation's work with external design agencies.

Harvey has been with Jet Aviation since 2006, having previously worked for a UK company on interiors for commercial premises and private houses.

"I would say my main aim is to continue what we have been doing, continuing to focus on delivering high quality solutions and really adding value for our clients," says Harvey of



Jet Aviation's Elisabeth Harvey.

her new role. "Our job is really to focus on understanding the customer needs and their functionality requirements, and to guide and support our client to get to the solution."

She adds that while its customers "are not immune" from the current economic

climate, interest remains high with a focus on securing the functionality they need. "There is more of a focus on what we can deliver and it is maybe more of a considered investment and evaluation decision, but it's one they still seem willing to make."



An open and shut case for Olivier Brault and Biw Wachiraoporn.

Norduyn save weight and energy

A new lightweight composite galley cart is being presented by Norduyn (stand 5D87).

The new N9000 Series galley cart was jointly developed with LSG Sky Chefs. "The half cart weighs approximately 10kg and the full size 17.5kg making them the lightest available," says Kurt Arner sales executive.

"As the cart is lighter it means reduced fuel-burn to carry it through the skies and with superior insulating properties of the materials used to build each cart it requires significantly less energy than the standard aluminium trolleys to keep its content cooled. We're all about going green."

The N9000 Series is constructed from a single body shell that is sturdy and impact resistant. The carts are designed with 34% fewer parts than standard trolleys and can be managed efficiently through the embedding within the body core of traceable RFID chips.

OnAir sees Internet service intro before end of year

Onboard mobile phone provider OnAir (stand 6G30b) expects to see its next service offering, an Inmarsat SwiftBroadband-based Internet access service, introduced by two long-haul carriers before the end of the year.

"Passengers will have WiFi access to the Internet and email at speeds just a little slower than they are accustomed to on the ground," says Stephan Egli, the Geneva-based company's chief commercial officer. "It will be a fully workable Web browsing and email service."

Meantime, OnAir's initial offering – voice, text messaging



Stephan Egli, OnAir chief operating officer ready for internet.

and email via passenger mobile phones and other handheld devices – is rapidly gaining

market traction. It is currently the subject of trials by bmi of the UK, Ryanair and TAP Portugal. "But," says Egli, "we're really no longer in trial mode. Our system works and it has been shown that voice services do not cause any disruption in the cabin."

OnAir is in full commercial service with Wataniya Airways of Kuwait and Royal Jordanian. OnAir anticipates a flurry of new launches in the coming months. First up, this summer, will be Airblue of Pakistan, offering OnAir in new Airbus A320s. Then will come Air Asia, which has said it will equip its fleet of

100+ Airbus A320-family aircraft, followed by the British Airways transatlantic premium-only operation, Oman Air and two as yet unannounced customers.

"We're also in advanced negotiations with four Airbus A380 airlines," says Egli. "Some of them have already received aircraft and will retrofit. The others will have the system installed on the line. Finally, we are seeing airlines that have already committed for their single-aisle fleets deciding that they must have us on their long-haul types as well. They are committing to true fleet fits."

AMERICAN AIRLINES IS ALL READY TO GOGO

American Airlines has decided to fit the Aircell Gogo passenger broadband system in more than 300 aircraft of its domestic fleet following a successful nine-month trial in 15 Boeing 767s.

"We are pleased that the results of our trial were positive and we have decided to move forward," says American marketing VP Dan Garton. The airline plans to install the Aircell on its Boeing MD-80 and 737-800 fleets, beginning with 150 MD-80s this year.

Gogo is available in the USA via a ground network of around a hundred cellular-type base stations. But Aircell is eager to extend the service offshore and is known to be studying satellite options. It is reported that specific hardware solutions could include the advanced Ku-band aircraft antenna being developed by EMS Technologies (stand 6D10) and Israeli partner Starling. Aircell chief executive Jack Blumenstein said recently that trials of a potential solution could take place in the next year or so.

Aircell's other Gogo customers include Delta and Virgin America, which have opted for fleet fits, and Air Canada, which plans to offer the service on US-bound flights soon and to extend it across its domestic fleet in due course.

Dock it and see, says IFPL

Do-it-yourself IFE is the name of the game at Inflight Peripherals (IFPL, stand 6F10).

Recent recipient of a coveted Queen's Award for Industry for its export achievements, the Isle of Wight-based company is showing its concepts for docking stations for personal entertainment devices.

The stations are intended to accommodate MP3 and MP4 players, iPods, Microsoft's Zune and DVD players. "We're working to define various offerings in response to a high level of customer interest," says IFPL marketing director Claire Underwood. "We're very aware of the diverse needs of our



Marketing director Claire Underwood docked in.

customers." The company made its name with the range of high-quality in-seat audio jacks that it supplies to leading seat manufacturers. Since then it has

diversified into areas that include integrated noise cancellation, video deployment arms, and testers for audio jacks, headsets and cables.

Ku-band antenna dogfight not over yet, says EMS

Some people think the race to supply all-important antennas to the emerging Ku-band satellite passenger connectivity suppliers is all but over. "Not so," says Neil Mackay, chief operating officer at EMS Technologies (stand 6D10). "It's early days for these services," he says. "Ku-band is very complex and I think we'll see equipment choices evolving as time goes by."

The Atlanta-based company is currently in the happy position of having been selected by Panasonic to provide antennas for its eXconnect service, which

is due to launch with a US airline this year. Other Aircraft Interiors exhibitors in the Ku-band game are AeroSat (stand 6G15), supplying Row 44; ViaSat (stand 6C5), provider to ARINC SKYLink /Rockwell Collins eXchange; and QEST (stand 6A40), still looking for a first application.

But the complexity of the Ku-band services, which depend on patchworks of leased satellite capacity, means that these relationships may not be cut and dried in the long term, according to Mackay. "You have to buy footprints and transponder time from

several different providers and then cobble them together," he says. "Then each transponder has a different gain and performance level – it's a complex thing."

The result is compromise in the airborne equipment, particularly the antenna. "The service providers are trying to find the best compromise to support the capabilities they want to deliver in the regions they want to serve," he says. "An antenna that works well at the equator, might not do as well further north."

Thales TopSeries IFE for JAL Boeings

Japan Airlines (JAL) has ordered Thales' TopSeries audio/video-on-demand (AVOD) inflight entertainment system for installation in all seats in its Boeing 767s and 777s. The airline is also considering a Thales proposal for the supply of TopCare product support.

Last year Japan Airlines selected TopSeries for the Boeing 787s it is due to receive in the coming years. In the 787 TopSeries will feature larger in-seat screens and a new slimline passenger control unit.

On the first day of the show Thales revealed that Saudi Arabian Airlines had selected its new Digital Single-Aisle (D-SA) version of TopSeries for 42 Airbus A320s. D-SA will deliver advanced broadcast entertainment with a measure of interactivity in economy and full AVOD in business. The carrier already has TopSeries on 22 Boeing 777s.

Thales has also announced



Stuart Dunleavy getting Thales on top.

two new software and content developments for TopSeries. A suite of applications from Montreal-based DTI Software is about to be added to TopSeries. Development started in the last 12 months with the aim of intro-

ducing 12 new applications over the next few years. They are intended to give passengers a personalised on-screen environment and to provide advanced crew and inventory management applications.

PANASONIC NAMES CONTENT PROVIDERS FOR GLOBAL TV SERVICE

Panasonic (stand 6F25) has announced the initial line-up of content providers for its newly introduced Panasonic Airline Television Network. They are news organisations Al Jazeera, BBC World News, the Bloomberg Television network, euronews and France 24. Additional providers are due to be announced soon.

Panasonic Airline Television Network is a global TV broadcast system designed to provide passengers with live news, information and events via the same onboard infrastructure as will be used to support the eXconnect passenger broadband service, due to be introduced later this year.

The network is designed to deliver a seamless passenger experience across multiple regions while providing airlines with revenue-generation opportunities through advertising and pay-per-view.

Alaska and Southwest to decide soon, says Row 44

"We expect Alaska and Southwest Airlines to make a decision during this quarter," says Row 44 president Gregg Fialcowitz. California-based Row 44 (stand 6F40) began trials of its Ku-band satellite passenger broadband system with the two carriers earlier this year.

We also expect to be able to make an announcement in the near future about an agreement with a customer operating on the North Atlantic and in Europe," he confides. "In anticipation of that, we plan to extend our coverage to those regions this summer, with first aircraft operations there



expected to start in the third quarter of the year."

The Row 44 equipment fit, which includes a new-generation antenna from AeroSat stand 6G14), is installed in one Alaska Airlines Boeing 737 and four Southwest 737s. "Between them they have totalled more than 800 flights with our system operational," says Fialcowitz. "Both airlines were focused originally on seeing if the system worked, and consequently offered it free of charge to passengers. But now they can see that it delivers and are planning to look at charging soon to establish appropriate pricing."

The Row 44 president reports an average passenger take-up rate of more than 36% across the two airlines, with peaks of more than 80% on some flights. Wireless laptops are proving to be the most popular access device. "Even for a free service, these numbers are staggering," comments Fialcowitz.

Gregg Fialcowitz – playing the waiting game.

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Rapid fit INCAM™ showing removable cassette

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CONNECTIONS FOR INFLIGHT ENTERTAINMENT SYSTEMS

AIRBUS UNVEILS NEW A350 XWB CUTAWAY MODEL

Flight Daily News reports on a fantastic first chance to check out the new design.

Airbus (stand 7D20) is showing off its new cutaway 1:120 scale model of its latest aircraft offering, the Airbus A350 XWB for the first time here at Hamburg.

"This is a totally new A350 cutaway model," explains Airbus aircraft interiors marketing manager, customer affairs, Christophe Cossart. It comes after the airframer last December signed off the detailed definition freeze for the first model in the XWB family, the A350-900, finalising the shape of the aircraft.

The cutaway model highlights potential interior designs and features a first, business, premium economy and economy cabins. After its debut at this show, the model will then be shown to customers during the forthcoming fourth programme progress review meeting in the coming days.

This programme progress review will include the first showing of its now finalised rear-galley design. Airbus had initially hoped to finalise this at the detailed definition freeze stage, but has been continuing to work on this after initially preparing a "very innovative" design.

"They [customers] preferred a

more traditional galley arrangement, so we have changed a little bit the rear galley arrangement," says Airbus senior marketing analyst, customer affairs Florian Giusti, without being drawn on the final configuration.

The Airbus A350 family will comprise three members. Deliveries of the first of these, the 314-seat A350-900 model, will begin to launch customer Qatar Airways in mid-2013. The smaller 270-seat -800 will follow in 2014 and the 350-seat -1000 in 2015.

MANUFACTURING PHASE

"We have passed the detailed definition freeze for the -900. Then we will do the same for the -800 and the -1000," says Giusti. "For the -900 we are now entering the manufacturing phase."

By mid-year it hopes to have selected supplier cabin interior options for seats and the IFE. "We still have some months to go, but we have a lot of suppliers onboard for the aircraft already. It will be an evolving process," says Cossart, noting it will continue to remain open to review for new enhancements.

Cossart says under its approach to IFE for the programme it is looking for a "robust backbone that can live with the life of the aircraft", and will look for a scaleable approach to the front-end software. ■



...The cutaway model highlights potential interior designs and features a first, business, premium economy and economy cabins. After its debut at this show, the model will then be shown to customers during the forthcoming fourth programme progress review meeting...

Ruecker pitches super first class suite design concept



Bernat Costa highlighting the super first class suite concept.

Barcelona-based design specialists Ruecker Aerospace is this year exhibiting its care-class cabin concept, providing a vision of a complete VIP suite design.

"The project is really focused to the super first class," explains design management and planning co-ordination at Ruecker, Bernat Costa. "But the solutions can be adapted to other classes. The privacy screen concept, for example, can be adapted to business class if necessary."

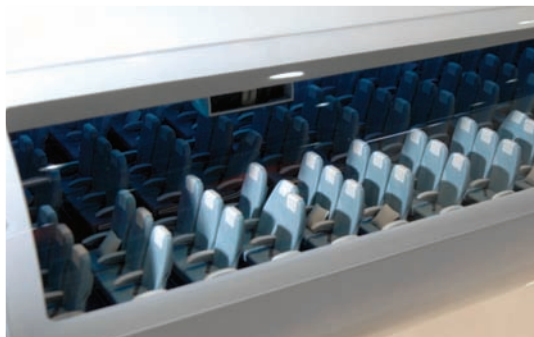
Costa highlights the discrete privacy screen as one of the key design aspects of

the suite. The lightweight door operates in two movements, horizontally across and then vertically up. "The passenger can select their desired level of privacy," says Costa.

The suite demonstrated also features a self standing faucet, which is self contained. This, Costa notes, means the space can be customised to include other features, such as a mini-bar or clothes closet.

The sloping design arm rest has been integrated with the leg rest helping to create a surround effect when the seat is in lie-flat mode.

FOCUS ON DESIGN



Top: The model here at Hamburg.
Main picture: The model reveals the cabin zones. Second from bottom: A potential layout for a premium cabin.
Bottom: The economy cabin.

AvioInteriors hopes for lift from Third Dimension concept

Italian interiors specialist AvioInteriors (stand 7B1) has unveiled a new design concept for business class seating which envisages utilising different height levels to enable airlines to equip their business class cabins with more seats.

AvioInteriors says its new cabin layout concept, called Third Dimension, enables it to provide a fully flat horizontal seat in business class while offering in most cases increased seating capacity over comparably-sized cabins using the current herring bone configuration.

"We call it Third Dimension because the seat exploits not only the two traditional dimensions of width and length, but also height," explains AvioInteriors technical director Gaetano Perugini.

The AvioInteriors concept differs from traditional business class configurations by utilising height in the cabin and introducing a layered layout.

"You have extremely high density because of the overlapping rows. Due to this fact all the rows have the centre higher than the next two. This is exploiting the available space," says Perugini.

He says this enables airlines to offer horizontal fully flat seats in business class, without having to lose seats. "You want to be horizontal, and you want to put as many people in the cabin, and the two concepts are fighting each other," notes Perugini.

"In conventional cabin layouts, passenger seats are installed all at the same level, at constant pitch and all forward facing," he says, noting the Third Dimension design is innovative because the seats "are not at the same level, not at the same pitch and not all facing forward".

AvioInteriors says the design concept provides more seating capacity over equivalent-sized business class cabin layout configurations, including in most cases the herring bone configuration which offers the greatest density today.

"The final and positive result is that a bed equivalent to a typical 80 inch pitch first class seat can be obtained through the 3D seat with an actual equivalent pitch range of 63 inch to 67 inches," says Perugini. The company is now looking for a launch customer for the concept.



Left: Gaetano Perugini taking seating to new heights.



For more news/show images see flightglobal.com



EMPOWER

Come visit the leading supplier of Intelligently Managed Airborne Power Solutions at Stand 6D30

Dasell Spa with Emirates

A luxury Shower Spa enjoyed by First Class passengers on board Emirates' A380s is being showcased here at Hamburg by Dasell Cabin Interiors (stand 6B50).

"Hygiene and cleanliness is paramount in any aircraft which many of our customers both commercial and VIP realise," says Norbert Runn head of business development.

"We worked with Emirates designers on this shower spa which offers an added luxury within the First Class cabin onboard five of its aircraft. Two are installed on each with one on the left and one on the right." Time has also been taken in to account in the showers. "Due to the amount of water, passengers can only shower for five minutes maximum. And to make it fair on passengers, those wanting to use the Spa put their name on a list and go in order. Emirates flight attendants clean the showers after each passenger to ensure hygiene and luxury."

Dasell is at Hamburg to demonstrate showers to the VIP market, as well as to highlight other cabin products.

"The Shower Spa is just one example of customer solutions we can offer to help make a difference on board any aircraft. We also offer a full range of premium products which extends to lavatory modules, washrooms, changing facilities and urinals. Comfort, hygiene, reliability and defining the future of amenity space is what we are about," says Runn.



Norbert Runn making a splash.

Touch down with Sex on the Beach

If you're walking the halls feeling thirsty stop by Air-Eltec (stand 6G94) and see exactly how passengers will be able to have a cocktail mixed in seconds by the new Air-Tender cocktails in-flight system.

The idea for the concept came up at last year's Hamburg show. "It's basically a large cocktail mixer on wheels with the beverages already intergrated in the system," says Michael Lang.

"Beverages are stored in the cooler of the trolley where pipes feed up to the funnel. Flight staff can operate a single button touch-screen highlighting the cocktails, so if a passenger would like a Coconut Kiss, for example, the flight attendant



Cheers! Melanie Strauss raises the bar for in-flight cocktail service.

just presses the button and the cocktail comes out ready mixed then it is placed under the stirring machine for that added cocktail touch."

The easy handling of the machines also means no extra training for cabin crew, and

there is no extra weight compared to a bottle service trolley.

The system also has a pump unit and cleaning programme to ensure high standards of hygiene. "There are over 30 mixtures used and passengers can enjoy alcoholic cocktails like Touch Down, Sex on the Beach and Pina Colada, non alcoholic cocktails such as Coconut Kiss and Gekko or they can have a simple fruit juice," says Lang.

Air-Eltec can develop trolley, galley and module cocktail systems for Premium and Business cabins on any aircraft, with the module specifically designed for long-haul flights.

B/E Aerospace makes a big chill with its galley systems

The latest addition to its galley chilling system range is being introduced by B/E Aerospace (stand 5C55).

The 267XP is a highly powerful and high capacity chiller with over 8,000 BTU/hr rated capacity for cost effectively chilling the highest number of food service trolleys. "This new system is the most powerful chiller on the market by 20%," says Grant West director of marketing.

"It is designed for harsh and hot environments such as long-haul flights where food needs to be kept fresh for health and safety reasons. It is also the same size and weight as previous generations." The 267XP is currently installed in Delta Airlines.

The company is also featuring its new Portable Pulse Oxygen System (PPOS) which utilises B/E's patented dispensing technology which optimises

oxygen usage by coordinating oxygen delivery with the breathing cycle. As a result, smaller and lighter cylinders are used reducing the weight by 50%. The PPOS comes complete with a pressure gauge, carrying strap and mask storage pouch.

Eva Borowski has the fresh cool feel of the B/E chiller.



NEW ARINC 810 CONNECTOR PLAYS THE MATING GAME

A new galley connector which is intermateable and interchangeable with other ARINC 810 galley connectors is being launched at the show by Amphenol (stand 6G76).

"The Apex Galley Connector is a robust, rectangular connector that uses overmould technology that sets it apart from the rest," says Anthony Padula manager of new products.

"It basically connects appliances such as microwaves and

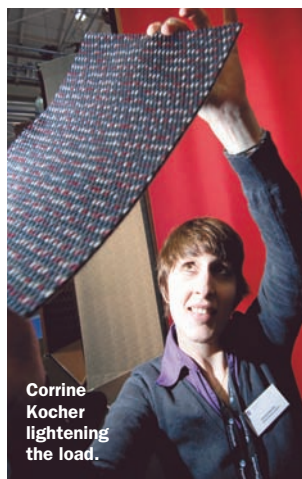
toasters to the galley compartment. The overmould enables exceptional sealing that improves safety and reliability. A blind-mate connection



Anthony Padula - has great connections.

features a guide pin enabling quick and easy use."

US company Amphenol design and manufacture electrical, electronic and fibre optic connectors, coaxial and flat-ribbon cable, and interconnect systems to the military and aerospace industry. You can see its new Apex Galley Connector at the company stand. "We're excited to be here and offer customers a great new and cost effective product," says Padula.



Corrine Kocher lightening the load.

The air returns to Swiss airways

Crystal Cabin Award nominee Lantal (stand 6G50) is presenting its light weight fabric and carpet qualities, and pneumatic comfort system.

When every one kilogram saved translates to a saving of €100 – 300 in kerosene each year, Lantal's lightest interior textiles save up to 32% in costs in comparison with conventional textiles.

The pneumatic comfort

system features air cored cushions that can be set to an individual's preferred pneumatic pressure, in the place of conventional foam cored cushions. Lantal explains they contribute to a reduction in jet fuel, operating costs and CO₂ emissions.

As of April Swiss International is fitting all its business and first class seats of its long-haul fleet with the pneumatic comfort system.

Edelman's Flight of Fancy

A new leather range offering neutral colours with a twist is on display by leather suppliers Edelman (stand 5C80).

"Our Flight of Fancy range offers two sides," says Matt Buckley director of sales. "The first is a neutral collection. Neutral is a very popular colour choice for an aircraft interior, what we have done is add a soft metallic or pearlescent to the fabric to give it a little touch of colour but still keeping it subtle and soft.

"The second side is the full colour range which we add the

same too, it is something a little different for customers to choose," says Buckley. The leathers, as with many of Edelman's products, are powered by cleaning specialists Crypton which allows Edelman to make leathers that are cleanable, stain resistant and antimicrobial without losing the quality of the leather.

The US company says it has the world's most complete collection of quality leathers for aircraft with more than 750 colours and 60 products to choose from. "We are like a colour story," says Buckley.



John Edelman: "We are like a colour story."

ISOVOLTA SHOWS NEW DESIGNS

Isovolta (stand 6G40) is presenting its new designs and patterns for its range of aircraft interior laminates. As well as new patterning with what it calls wholly new material combinations that will excite the creativity and passion for showgoers to be inspired for the new looks, the company can give an aircraft's interior. In addition to its decorative laminates it does technical laminates, thermoplastics and prepregs.

Schneller's designer gets it together



Verla Gray – proud of design display.

A new designer booth is on display by Schneller (stand 7D10) developers and manufacturers of engineered decorative laminates and non-textile flooring solutions.

"The new booth displays our capabilities and utilises all our materials which were selected and produced by our own in-house designer Leo Esteve," says Diane Geisler director of business and marketing development. "The booth highlights custom textiles, prints, colours and effects in high quality materials."

The company produce film laminates for ceilings, window panels and bins, reinforced laminates for high abuse areas such as galleys and carts, thermoplastic sheets for seat components and slip resistant non-textile floor coverings.

IN BRIEF

TWO BECOME ONE IN AIRCRAFT INTERIORS

Still tightly under-wraps but getting ready to make its debut is a carpet made of yarn by German carpet specialists Anker – Teppichboden (stand 5F80).

"It is not known within the industry just yet but we are getting ready to launch it," says Alexander Fuchs-Nordhoff sales director. "It basically is a highly durable carpet with a new yarn composition available in a range of colours where we can also play with the technical effect, such as adding a line of silver."

Anker is also showing its new lightweight carpet available in wool and nylon. Both carpets meet with Boeing and Airbus specifications.

Alongside Anker is its strategic partner Rohi who supply high quality fabrics for seat covers, headrests and curtains. "We bring solutions together for a final product in aircraft interiors," adds Fuchs-Nordhoff.

GERFLOR HAS THE LIGHT OF WAY

Textile flooring manufacturer Gerflor is displaying new features of its Batiflex (stand 6F50) product range.

Batiflex is the lightest non textile flooring available in the world and offers high definition decorative patterns, a watertight system, floor coverings can be hot welded, delivered cut-to-size, and are available with a high quality self-adhesive backing option.

Due to the weight and versatility of Batiflex many of the major airlines are now replacing carpets with the flooring.



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Come and see us at booth 6D65



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SEATING

Slim Line buoyed by Crystal Cabin success

German seat manufacturing kingpin Recaro (stand 7G40) is focusing on its Slim Line 3510 economy seat, which picked up a Crystal Cabin Industrial Design and Interior Concept award yesterday.

Chief sales and technology officer Sven Achilles says the seat is aimed at "the short-haul carriers flying three hours or less that are fuel intensive".

The company does have a customer lined up for the seat who will take delivery in November this year, but Achilles remains tight-lipped as to the customer's identity.

But just because the seat is lightweight, it doesn't mean comfort has been sacrificed. Achilles explains: "Comfort levels are the same as our other seats. We have adjusted the angle of the back so that passengers won't feel the need to recline."

SL3510 weighs in at just 8.9kg per passenger and because of its fixed back the maintenance requirements are very low. Items that need maintenance really are just the nuts and bolts says Achilles. And that if you include the screws and other fasteners there are maybe only around 50 parts needing attention over the seat's design life.

Chief executive Axel Kahnsitz adds: "The SL3510 is truly unique in the short range segment. Its extremely low weight helps airlines save fuel. Thanks to a drastic reduction in the number of parts and the use of high-strength materials from the automotive industry, the S13510 is extremely sturdy. This also means lower maintenance costs. The ultra thin profile of the S13510 enables airlines to utilise cabin space more efficiently."



Lin Peng has the slim line look.

Feather light success for Timco

For more news/show images see flightglobal.com 

Timco Aerosystems' Brice Seating (stand 5E20) is having a great show already promoting its feather light range of economy seats for short-haul, long-haul and long-haul widebodies.

"We've already signed a few deals here at the show," explains Jerry Lalone director Marketing and Sales at the US company.

Here at Hamburg it is showcasing its technology advances to attendees. Lalone says the company has the first cushionless economy seat and it's actually more comfortable than those with cushions.

It features "flexible back and bottom diaphragms" with hydraulically controlled sliding bottom and lumbar support. The result is greater perceived space for the passenger.

Lalone says that because of

the reduction in moving parts the seat has a high reliability and is certified to TSO 39c, Type 1 and 16g compliance with FAR 25.562.

The company is offering fixed back and traditional reclining seats. It has an undisclosed A320 operator with deliveries for its short-haul seat.

Just because some of its seats are fixed-back, it doesn't mean passenger comfort is compromised. Lalone says that unlike other seats where only the cushion will move forward his seats have passive lumbar support. "There's no void behind your back," he says.

Although as a manufacturer of both fixed and traditional reclining seats Lalone has an interest in both. He says: "Some airlines still want a reclining seat. But Boeing has done a study that shows a fixed



Jerry Lalone enjoying Hamburg success.

back seat does improve passenger comfort. Passengers have more space and more comfort."

Make yourself at home says Sicma

French seat manufacturing Zodiac Aerospace subsidiary Sicma Aero Seat (stand 7D40) is showcasing its range of economy, business and first class seats. And an entirely new business class concept: MYAH, short for Make Yourself At Home.

"Much like car companies produce concept cars and take them to shows we've produced MYAH," explains the company's chief executive Marc Knafo.

MYAH takes the lie flat bed concept one step further. "You have to have a comfortable seat and a comfortable bed," adds Knafo. And that's exactly what the MYAH concept has done.

A separate seat and bed for the business class traveller.

Knafo says that airlines are increasingly looking to make their business class more like first class.

And while it is only a concept Knafo explains that the patented design is being shown to prospective customers. He adds that a finalised and certified MYAH suite could be ready for customer installations in about two years. He says it takes "about that long to get it finished".



Laurent Stritter welcomes show goers 'home'.

ROYAL JORDANIAN TO USE SICMA'S SIT

Sicma has just signed up Royal Jordanian Airlines for its Seat Integrated Technology audio/video on demand entertainment system. The airline will be installing the system onto its A340 aircraft.

SIT shifts the system's processing power from a central server to a powerful in-seat unit with its own processor and storage. Increasing the available local processing power and eliminating the need for high-bandwidth connections to a central server is expected to enable new applications such as 3D games and animated and 3D graphical user interfaces.



Light for life from Lufthansa Technik.

Shining prospects for Lufthansa Technik

Lufthansa Technik (stand 6D65) has been selected to provide its Guideline ColourFit emergency floorpath lighting system as standard equipment on the whole Airbus range.

The Hamburg-based company will also supply Guideline for Bombardier CSeries aircraft under contract to C&D Zodiac, provider of the complete interior package for the new aircraft.

Based on photoluminescent technology, Guideline ColourFit is guaranteed by the manufacturer to be 100% failure-proof, with unlimited lifespan and better light performance than comparable products. It has been certificated by EASA and the FAA.

CABIN SYSTEMS

IN BRIEF

KID-SYSTEME TO ASSURE A350 CABIN SECURITY

KID-Systeme (stand 6G30) has been selected to provide cabin surveillance equipment for the Airbus A350 family of aircraft. Based in Buxtehude near Hamburg, the company will develop and supply a cockpit door surveillance system (CDSS) and a cabin video monitoring system (CVMS).

The CDSS is designed to give the pilots a clear view of anyone close to the flight-deck door, enabling them to react when entry is requested. The CVMS allows both pilots and cabin crew to view passengers.

Applications will include monitoring of suspicious behaviour and the effect of turbulence on passengers.

The two systems are based on a combination of cameras and microphones, network switches and a video processing unit.

PSG PAINTS A GREAT PICTURE

UK-based paint distributor Paint Services Group (stand 7A40) is highlighting its range of Sherwin Williams' JetFlex interior paint.

JetFlex is the perfect paint for those overhead lockers or seat backs and is qualified to Boeing's material specification 10-83D, Type II and III. It has been designed to meet the performance requirements of FAR/JAR 25.853 and has excellent film flexibility and is a fast drying paint.

Dim idea leaves others in the shade

For more news/show images see flightglobal.com



First time exhibitor InspecTech (stand 7H26) is demonstrating its I-shade smart window system during the show, looking to capitalise on its deployment in the first class lavatories of Qantas' A380s.

The smart window system's particle technology offers any setting from complete privacy to clear at the click of a button. This puts control in the passengers' hands and provides dim settings. It also reduces tasks for the crew – specific blind position can be programmed for specific events and length of time.

Joseph Harary, director of Research Frontiers, which has developed the technology and licensed its use in the aviation market to InspecTech, says: "The



James Lang (left) and Joseph Harary (right).

smart window system allows us to control how we interface with our environment. The dim settings allow us to satisfy our needs without disturbing those around us."

The smart windows, already deployed in the business aviation market, have been launched in the first class lavatories onboard Qantas' A380s. The windows remain clear until the cubicle becomes occupied when within seconds of the doors closing, complete privacy is created. InspecTech hopes this could be a springboard to deploying smart windows throughout the first and business classes in the airline market, and taps into mood lighting developments.

"Smart windows are one of the steps in the move towards mood lighting, whose success relies on the control of daylight," says Harary.

ATG CASTS A WELCOME SHADOW WITH ITS ELECTRONIC SHADES

ATG (stand 5D80) is exhibiting its range of electronic window shades, the sole product the company manufactures.

ATG caters for commercial, corporate and VIP markets; its Powertech NG shade system is currently featured in first class cabins in the Airbus A380 and

is a standard factory fit on Gulfstream business jets.

"Our product is covered by most OEMs and four or five major airlines have bought our shades, three of which are flying already," says Linna Falzone, executive vice president of ATG. She adds: "Our

shades are 30% lighter than competing products on the market, potentially reducing costs."

The dual shade system offers complete blackout and an intermediate filter, electrically controlled by both the passenger and the crew.



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