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LONG BEACH | ISSUE 2

COMFORT ZONE IS PUT IN THE HOT SEAT

Ford and Reader go head to head on the passenger experience

The issues of whether passengers will pay more for comfort came under the spotlight at yesterday's opening sessions at Aircraft Interiors Expo Americas.

There were opposing points of view voiced by Richard Ford, executive creative director of corporate identity specialists Landor Associates, and by James Reader, group exhibition director for the Aircraft Interiors show.

Speaking at the keynote session Designing for the Future – Putting Passengers First, Ford said that economy class is where the numbers are, and economy fliers will not be able to afford the cost of more legroom. He also predicted that airlines will move away from a focus on branding related to class of service offerings, and more toward the overall customer experience.

But Reader presented preliminary data from a market survey proving the opposite – that airline passengers are still willing to pay more for comfort.

"We decided to create our own survey, which is ongoing, with people who fly regularly, to get an idea of what people want inside the plane," Reader



James Reader: airline passengers are still willing to pay more for comfort.

said. "Of course, more comfortable cabin interior continues to be a high priority."

The survey, conducted by Innovation Analysis Group, indicates that the flying public is willing to pay 13 percent more for better lumbar support, and 17 percent more for wider seats and greater pitch – on top of rising ticket prices.

"The fact that passengers seem to be willing to consider paying more for some of these 'fixes' might compensate for reduced revenues that airlines may face if it is necessary to remove a row of seats to increase pitch," Reader added.

Ford argues that entertain-



Richard Ford: economy fliers will not be able to afford the cost of more legroom.

ment will remain king for customer choice, but by "entertainment" he means more than merely onboard movies. Ford says the customer experience extends throughout the entire journey, suggesting that airlines need to deliver "wow" via the ultimate customer experience.

Ford suggests that airlines focus on cost-effective enhancements to experience such as developing a dramatic environment with elegant or exciting elements. He pointed out that airlines can learn from the restaurant and hotel industries, which have proven success in this area.

WAEA and AIX claim joint success

The numbers are in! The first Aircraft Interiors Expo in the US has registered 2,900 attendees and 62 airlines, while WAEA registered over 2300 attendees with 376 airline delegates.

Reed Exhibitions, organizers of the Aircraft Interiors Expo, is "thrilled" with the results says James Reader, "Crossover interest from the WAEA conference, was excellent and brought the overall registered attendance for the Aircraft Interiors Expo to more than 3,500."

Richard Owen, executive director, WAEA said "Attendees have been very pleased with the easy access to both exhibitions," added.

AIX includes 123 exhibitors from North America, Europe and Asia, including 29 new exhibitors that hadn't previously had booths at the shows in Hamburg and Hong Kong. "Our VIP program attracted 34 interior buyers from 11 airlines, and we are equally pleased with that aspect of the Expo," Reader added.

Be first

Don't forget to book your stand for Hong Kong, visit the sales booth on stand 353

Aircraft interiors EXPO

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Voyant promises biggest bandwidth yet

"We aim to deliver 10-35Mbit/sec to every aircraft in the fleet, at a cost per bit at least ten times less than that of a satellite-based system," Steffen Koehler, chief marketing officer of Voyant Aviation Broadband (WAEA 172), said here yesterday.

The Californian company was set up a couple of years ago to exploit for air-to-ground broadband communications the open-access spectrum in the 700MHz band that the US Federal Communications Commission released last year. "We believe we can provide more bandwidth per aircraft than any other system, satellite or terrestrial, at a cost similar to those associated with terrestrial air-to-ground systems like Aircell's Gogo," Koehler said.

The company has begun to generate evidence to back up its claims. It says that in flight tests during July its pilot-



Voyant chief marketing officer Steffen Koehler slashing cost for bandwidth.

production software-defined radio and production-standard modem supported data rates of up to 50Mbit/sec over a range of 100 miles between the aircraft and a ground station in Florida. "We're planning to do further tests as early as this Friday," said Koehler.

Voyant expects to see its first ground network – comprising around a hundred stations initially, growing to 300 for full continental coverage - rolled out in 2009-10. Unlike Aircell, the

company sees its solution as immediately applicable to several large land masses besides North America. "Our target markets include the USA, Europe and China, with Europe possibly the most attractive," Koehler said. "Northern Europeans in particular are spoilt for bandwidth in their homes and offices – they have high expectations."

The final trigger for a network rollout will be a first airline agreement, according to Koehler. "We're in deep discussions with several airlines," he said. "Any network we put in place will be based on existing cellular infrastructure, with our ground antennas mounted on top of the towers to look upwards. Compared with the locations that the cellular operators need, this is the low-rent district. Overall, we expect our network implementation costs to be similar to Aircell's."

3,000-up for Inmarsat Swift 64

London-based L-band aeronautical satcoms operator Inmarsat (WAEA 341) announced here yesterday] that its Swift 64 service, which delivers up to 64kbit/sec, has reached the milestone of 3,000 channels installed on aircraft worldwide. The figure represents an increase of a thousand channels in less than a year.

"Our aeronautical business is underpinned by the continuing strong performance of Swift 64," says Inmarsat aero marketing chief Lars Ringertz. "Adopted early by government and business aviation users, Swift 64 is now making headway in air transport, particularly for in-flight mobile phone, other passenger connectivity applications, and electronic flight bag updates."

Inmarsat's latest offering to aviation is the 432kbit/sec-per-channel SwiftBroadband, introduced last October.

"SwiftBroadband is entering service even faster than Swift 64 did when it was first introduced," says Ringertz. "We expect to see it adopted ever more quickly in air transport once the required avionics have certificated on a broad range of airframes."

SwiftBroadband uses the advanced capabilities of the Inmarsat-4 satellites, the third and last of which was launched last month to complete global coverage.

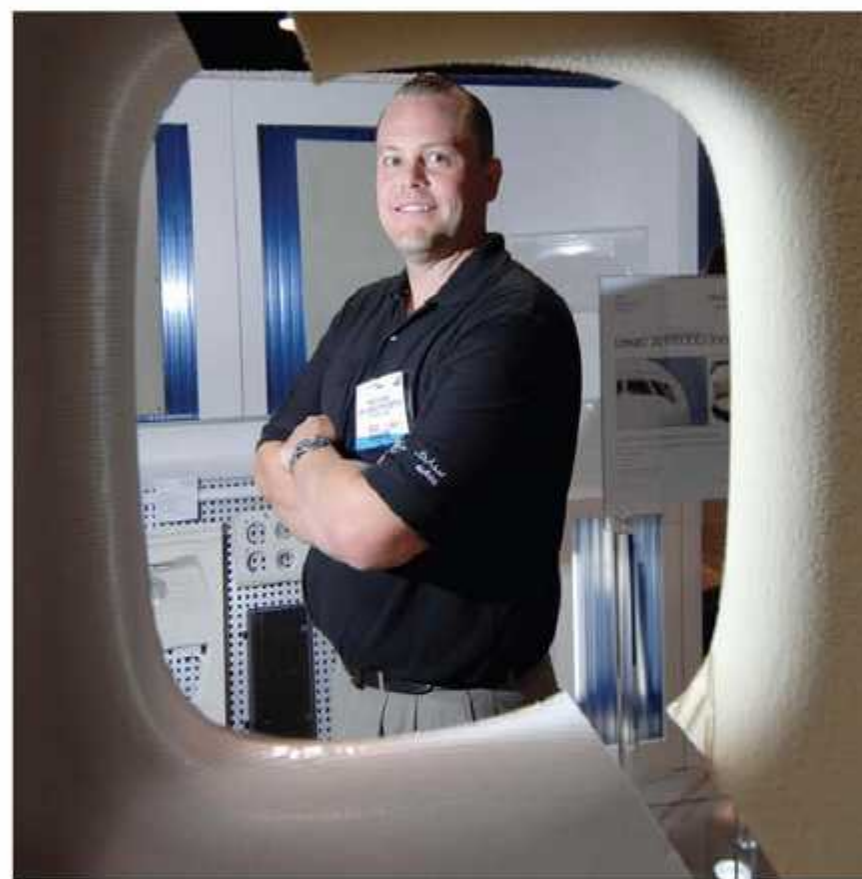
"Our vision for SwiftBroadband is a global broadband network for aviation - the launch of the third satellite is the final step towards making that a reality," says Ringertz.

New foam will save on weight

Sabic Innovative Plastics launched its Ultem lightweight foam here at Long Beach yesterday. Sabic's High Performance Foams project manager Randall Myers says: "We're providing fully compliant weight saving solutions." And the Ultem foam not only saves weight but can reduce labor times for making parts.

"With a honeycomb structure you will need to edge-fill. This can be labor intensive," explains Myers. "But with Ultem you can build the part in 15-minutes rather than 2-hours. Ultem foam gives best-in-class flame, smoke and toxicity performance," he says.

The foam is based on its Ultem polyetherimide resin and is an ideal core material for composite structures such as luggage bins, galleys and lower wall panels. "It is 30 times lighter than traditional resin," claims Myers.



SABIC's Randall Myers on the lighter side of foam



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WOOD AND MINERALS ADD TO GERFLOR RANGE

French textile flooring manufacturer Gerflor (Booth 919) is displaying new features of its Batiflex product range.

"Gerflor specialise in PVC flooring for many different markets but the Batiflex range is specifically for aircraft," says export area manager Maxime Couinaud.

The new range, features new wood and mineral designs and the company says its "technical innovation" will lead to cost saving too.

"Batiflex is used in galley areas, toilets and entrances. It is fully durable with a resistant top layer, and it is anti-slippery which is particularly important in the galley and toilet areas where liquid is present."

Batiflex is also claimed to be the lightest non textile flooring available in the world and is replacing carpet in the aisles of many of the major airlines.

FASTENING ON TO VIBRATION REDUCTION

Applied Concepts Aircraft Solutions (AIX 1110) is highlighting the Loret Isolator Insert, developed by The Young Engineers Inc..

The Loret Isolator Insert incorporates an elastomeric isolation device into a panel fastener. This provides an alternative method for vibration dampening in interiors as well as reducing part count and weight.

The company says that because of its revolutionary design the piece can be used in most common honeycomb panels, along with sheet metal and composite structures.

FLOORS FASHION

Laminate manufacturer, Schneller (AIX 831), is introducing a new laminate non-textile flooring ensemble which highlighting its in-house design capability.

Spring Rain Ensemble comprises two laminate hand-drawn designs, Flowers and Showers. Also on display is Bamboo Forest Ensemble inspired by Asian bamboo, Sky Ensemble, focusing on Chinese representations of clouds, Esfahan Ensemble, an Islamic geometric pattern and Paisley Ensemble.

Kleerdex adds color to cabin hygiene

Cabin hygiene is at its best, and most colorful, thanks to a new range of Kydex thermoplastic sheets from Kleerdex Company (Booth: 625).

The Kydex thermoplastic sheets have been designed with a built-in Microban antimicrobial product protection which is infused into the thermoplastic sheet during the manufacturing process to provide protection against the growth of bacteria in aircraft interiors.

They are available in a range of high performance grades, and exhibit physical, mechanical, and thermal properties and are also thermoformed, fabricated and machined, all of which make the sheets useable in key aircraft components such as armrests, air ducts, tray tables, window



Jim Arnet puts Kydex in the frame

reveals, lavatory floor pans, galley parts, side wall panels, passenger service units, and life vest shrouds, among others.

But what separates the Kydex sheets from its competitors is the introduction of a range of colors. "Our claim to fame is ability to aid corporate branding," says International Business Manager Ronn Cort. "We

have seen considerable growth in the last five years since producing custom colors, previously only beige and grey were available. The Kydex sheet is available in 36 standard colors and over 3000 developed colors making it unique to each aircraft interior. There are 8 surface textures and thicknesses from 0.71mm to 12.70mm.

EAM sales manager Maria Arcacha and the vest that can save you weight.



Eastern keeps ahead of the vest

Eastern Aero Marine (AIX 759) can help airlines save weight, with its lightweight lifejackets Sales manager for the Americas Maria Arcacha says: "It's all about saving weight, that's what the airlines care about right now. If you save weight you are saving fuel.

"AIX Hamburg is our biggest show, and it's great to be able to support our US customers that perhaps can't make it to Hamburg," she adds.

One savings example the company gives is comparing older lifevests aboard a 420-seat Boeing 747 weighing 1.23lb (600g) each to the Eastern's lightweight vest The switch gives a reduction of 139lbs (80kgs) per aircraft, per flight.

Weight-saving elements include using a smaller cylinder for inflation and using a single cell design.

The company's UXF-35 single cell life preserver weighs just 0.9lbs in a standard 5 year polybag, or 1lb in the extended shelf life 10 year pack.

The UXF-35 will provide a minimum of 35lbs inflated buoyancy as well as an inflated volume of 970 cu. in. (16l).

It is constructed from a urethane coated nylon and Arcacha says that material research is just one of the ways in which the company has managed to reduce the weight of the jacket.

Doug Cline heads a small company with a big ambition. He talks to BRENDAN GALLAGHER about the revolutionary potential of in-seat IFE based on multi-gigabit fiber optic cable.

Just over a month from now, on October 12, inflight entertainment should take a technological leap forward as big as the switch from analogue to digital. For that's when US Airways is due to launch a trial of the potentially game-changing Fibre-to-the-Screen (FTTS) fibreoptic-based AVOD system developed by Lumexis (WEAE/Booth 917).

Costa Mesa-based Lumexis set up in business five years ago to develop a system exploiting the weight-saving, ultra-broadband characteristics of fibreoptic cable. Now the 15-man company, operating from a modest location right next to Orange County Airport, is showcasing the finished article on its imaginative booth here and is all set to see it fly on a US Airways Airbus A320 next month.

"Our aim is a system offering a significantly lower cost of ownership than competing products, along with enough bandwidth to accommodate current emerging applications and those that are certain to follow in the future," says chief executive Doug Cline. US Airways will put that claim to the test in a three-month trial that will get under way as soon as FTTS has been installed in the aircraft. Work is now under way at Empire Aero Centre of Rome, New York State, under the supervision of Montreal-based Inflight Canada (Booth 273), which designed the installation.

"The airline plans to explore the durability, maintainability and economic benefits of FTTS," says Cline, who set up Lumexis with Airshow co-founder Rich Salter after a distinguished career with the likes of AVOD pioneer Sony Trans Com. "If they like what they find they will have the inside track on further installations."

SPECIALLY TRAINED

The A320 will return to full commercial service, with FTTS due to be offered on every flight. Specially trained flight attendants will explain and promote the system to passengers, and full usage data will be downloaded to the airline's operations centre. What can passengers look forward to, and what sort of payoff can the airline expect in return for its investment of faith and money?

The first thing to strike the passenger will be the brilliance and crystal-sharp definition of the picture on the in-seat screen. The production-standard screen is based on an off-the-shelf Toshiba device that Lumexis is currently repackaging for first deliveries following the US Airways trial.

This 8.9in, 16:9-aspect-ratio unit will deliver HDMI-standard high-definition video in 600-line format. But because fibreoptic is highly proof against electromagnetic interference from adjoining systems, even the standard-definition (SD) picture offered by the lower-specification screen to be used in the trial is free of the streaks and sparkles typical of conventional in-seat IFE.

Response to passenger commands through the touchscreen is notably more brisk than that typical of current-generation systems. "Other products may have gigabit Ethernet for their backbones, but everything slows down to 1-3Mbit/sec when the data hits the copper wire used for the last stretch into the seat," says Cline. "With FTTS the data rate is 1Gb/sec all the way to the screen, providing ample capacity for applications such

as high-definition video, which needs at least 20Mbit/sec."

In the reverse direction today's systems can communicate at no better than a few hundred of kilobits a second. "That rules out or limits potentially attractive applications such as seat-to-seat gaming and videoconferencing," says Cline. "Our network has all the capacity needed to support any application likely to emerge during the life of the aircraft."

ALL-TOUCHSCREEN

Lumexis has opted initially for an all-touchscreen passenger interface, eliminating the indecision caused by the combination of touchscreen and handheld passenger control unit commonly found in current systems. "Simple single- and multi-player games can be played with the touchscreen only," comments Cline. "But we will be

able to offer a separate USB controller for more sophisticated games played on the production HD screen."

Brilliant video, lightning response and a no-fuss interface – FTTS looks certain to impress passengers. But what's in it for the airline?

Compared with conventional IFE systems, with their big head ends, heavy copper cable, zone and seatboxes, and seat-to-seat cables, FTTS is the picture of simplicity – and weight-saving. At the head end, one 4MCU, 12.5lb Switch Server Unit (SSU) can feed content via 24 multimode fibreoptic cables direct to 24 screens – there are no zoneboxes and, even more welcome to the economy passenger, no space-stealing seatboxes. FTTS scales up by adding more SSUs – the US Airways installation will have a total of eight.

Screen power, which traditionally resides in problematical seat tucks away, safe from spillages and overflows, is tucked away in six Inflight Canada underfloor recesses.

This "IFE Lite" adds up to weight savings that should be music to airlines groaning at today's oil prices. Lumexis estimates that a typical installation for a 437-seat A320-200 747 weighs about 3,000lb, equivalent to 9lb per seat. FTTS is 3lb per seat, that, for an overall weight saving of 1,250lb," says Cline.

Not only does this save another four passengers of payload, according to Cline, but it also saves the cost of carrying the eliminated weight – "We put it in a quarter of a million aircraft per year," l



LUMINEX LIGHT YEARS AHEAD..



Lumexis program manager Eddie Truxton with the fiberoptic cables on show.

LIGHT LEAD...

separate USB more sophisticated on the production

deo, lightning a no-fuss interface certain to impress ut what's in it for

with conventional with their big avy copper cable, boxes, and seat-to-FTTS is the picture - and weight-head end, one Switch Server n feed content via e fibreoptic cables screens - there are and, even more ne economy space-stealing TS scales up by SSUs - the US llation will have a

Screen power, which conventionally resides in problematical seatboxes, will be tucked away, safe from kicks, spillages and overheating, in six Inflight Canada iCache underfloor recesses.

This "IFE Lite" architecture adds up to weight savings that should be music to the ears of airlines groaning at the impact of today's oil prices. Lumexis estimates that a typical current IFE installation for a 436-seat Boeing 747 weighs about 3,750lb, equivalent to 9lb per seat. "We believe FTTS is 3lb per seat better than that, for an overall saving of 1,250lb," says Cline.

Not only does that open up another four passengers' worth of payload, according to Cline, but it also saves the cost of carrying the eliminated equipment - "We put it at around a quarter of a million dollars per aircraft per year," he says. And

there's more: Lumexis says that at \$2.5 million a typical wide-body shipset would cost \$1 million less than one from the two industry-leading suppliers. All in all, Cline claims, total cost of ownership - acquisition, maintenance, carriage and upgrades - comes out at about half that of the opposition.

Lumexis bases its cost-reduction strategy - the development bill amounts to a very reasonable \$10 million to date - on the maximum use of commercial-off-the-shelf hardware and software. But it has had to do a number of key things itself. These include the SSU's Ethernet switch card with fibreoptic input/output. "We developed this and it's covered by one of the many patents we have filed for," comments Cline.

SUPERIOR ECONOMICS

Apart from offering inherently superior economics, FTTS is designed to support revenue generation for hard-pressed airlines. So as well as enabling passengers to make purchases from an on-screen catalogue, using the built-in card swipe, the system can be set up to offer content either free of charge or on a pay-per-view or per-flight basis. The basic settings are put in place when the system is first powered up on the aircraft. But the flight attendant can change them from a control panel at any time, "comping" individual seats or a whole class, for instance.

"US Airways is going to trial all these possibilities," says Cline. "It's all about earning extra revenues now - they want see which combination of offers is best for making money."

Next month's trial is likely to get under way about nine months later than originally planned. But there isn't a major technical development currently under way in IFE/communications that hasn't taken longer than its sponsors planned, and now FTTS is ready to face the world.

www.starling-com.com



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AeroMobile' hits a century

AeroMobile (WAEA 623) has chalked up its century of telecoms roaming agreements.

These contracts allow subscribers to ground mobile services to roam on to its airborne network.

Besides Emirates, the first airline in the world to offer its passengers cabin mobile phone on a full commercial basis, AeroMobile has contracts with Qantas Airways, V Australia, Saudi Arabian Airlines and Turkish Airlines, and says it is in advanced negotiations with another four carriers.

"The most satisfying news from the last six months operations with Emirates has been the overwhelmingly positive feedback from customers," says chief executive Bjorn-Taale Sandberg.

MISINFORMATION

"There has been so much misinformation about the potential impact of in-flight calls on other passengers. We now know the true picture – the service has been entirely accepted by those who have been in a position to use it."

He continues: "The AeroMobile service has been used by many thousands of passengers since it launched with Emirates and there has not been a single negative incident."

"On the contrary, it has been warmly welcomed by passengers."

Aeromobile parent company ARINC (WAEA 623) has just announced that coverage of its SKYLink Ku-band satellite broadband service for business jets has been extended to include the Caribbean, Central America and part of South America.

In use aboard more than 80 long-range bizjets, SKYLink has hitherto been available in North America, the North Atlantic and Europe, providing up to 3.5Mbit/sec to the aircraft.

Adam Williams shows off the new digEplayer XT.



digEcor ups digEplayer's game with new features

Utah-based handheld IFE specialist digEcor (WAEA 645) is highlighting an upgraded version of its digEplayer XT second-generation personal media player.

"The original XT was released more than a year ago and has been well received by our customers," says company president Brad Heckel. "To take advantage of new technologies such as inflight connectivity we've designed a new version of the XT with many enhancements. Performance is improved and battery life increased, and the looks of the unit have been changed slightly to better accommodate some new features."

On the eve of the show digEcor, which is vying with The IMS Company for leadership of a surging handheld IFE sector, announced that long-standing customer Pacific Blue was

upgrading its stock from the company's original digEplayer 5500 to the XT.

Pacific Blue, the international arm of Australian low-fare carrier Virgin Blue, introduced the first-generation digEplayer in 2005, offering the units on all its flights between Australia, New Zealand and the Pacific Islands. Passengers rent the players for A\$12 (US\$10.50) per flight. Sixty digEplayers are carried on each flight and content is updated every 60 days.

The new stock of digEplayer XTs is being offered from next month on a total of ten Boeing 737-800s operating from Australia to Christchurch and Auckland in New Zealand and to the Pacific Islands.

"Our low price was the key to Pacific Blue's decision to upgrade to the XT and extend our contract for several years," says Heckel.



Sound and vision from Fred Falk.

Austrian Airlines opts for eVU

Handheld IFE provider e.Digital (WAEA 149) has added Austrian Airlines to its list of customers.

The Californian-based company supplies its eVU player directly to airlines and as part of the turnkey offering of UK-based provider Mezzo. In the past 15 months it has chalked up steady sales via Mezzo and directly to Lufthansa, Malaysia Airlines, Air France, Alitalia, Neos Air and Corsairfly, offset by the loss of business from failed premium-only carriers MAXjet and Silverjet.

eVU offers 20+ hours of continuous video playback from a single battery charge and is available with either a 7in or an 8in high-resolution LCD screen. Storage capacity is 80-200Gb, enough for many hours of films, television shows, music, specialty programming and games.

TriaGnoSys talks the talk on VoIPphones for VIPs

German communications technology supplier TriaGnoSys (WAEA 163) is here to talk about the in-flight voice-over-Internet Protocol (VoIP) capability it has contributed to the inflight broadband connectivity solution developed by Thales (WAEA 655) for the business jet market.

TriaGnoSys' technology allows the aircraft to be treated as an extension to the ground telephone network or a company's private branch exchange (PBX). It also makes it possible for owners and their passengers to use wired VoIP phones, wireless Session Initiated Protocol (SIP) phones, and Unlicensed Mobile Access (UMA) phones. SIP is one of the main platforms for mobile VoIP. UMA supports GSM cellular and WiFi capability in a single phone.

The Thales offering to business jet operators is based on

Inmarsat SwiftBroadband satellite communications. TriaGnoSys' software helps to cut satcoms user costs by compressing the IP data stream to minimise the amount of data transmitted, and by dynamically managing the data stream to minimise the use of satellite resources.

"We enable business jet owners to set up the communications in the aircraft just as if it was an office on the ground," says managing director Axel Jahn. "Connecting to the PBX means each phone on the plane has a phone or company extension number, with all the benefits that provides – call transfers, internal conference calls, voicemail access and so on. And all this is available in conjunction with broadband Internet access."



TriaGnoSys MD Axel Jahn: happy to talk

ARINC SET FOR AIRBORNE INTERNET CUSTOMER

Aviation communications and IT provider ARINC (WAEA 623) expects soon to announce at least one airline commitment to its Oi onboard Internet service.

The company says that discussions with a number of leading international airlines would yield one agreement, possibly more, in the near future.

The carriers in question are all equipping their aircraft for the 432kbit/sec SwiftBroadband service from Inmarsat (WAEA 341), which will provide the air-to-ground link for Oi's combination of messaging, email, Web access, and real-time news and sports reports. Large-volume, non-time-sensitive content will be updated on the ground via ARINC's GateFusion WiFi service.

"We expect to announce deals with major providers of news and sports content soon, possibly here at Long Beach," says senior product development manager Colette Parks.

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

This market share chart is typical of the information that can be obtained from the ACAS system.

■ For more information email acas.sales@flightglobal.com or call 866 348 4503



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BEACH BARS

Long Beach is no longer regarded as just a bustling working-class port but is actually a place to come to for a great night out. There are great bars dotted all over Long Beach but if you're stuck, Pine Avenue right alongside the Convention Center is where a lot of the action takes place.

Observation Bar – Queen Mary
1126 Queens Highway
Tel: 562 435 3511

Where better to enjoy a drink in Long Beach than its most famous landmark, the Queen Mary. The once first class lounge is now a chic art-deco bar with live entertainment, dancing and wonderful views of the city and waterfront.

The Auld Dubliner

71 South Pine Avenue
Tel: 562 437 8300

Typical Irish pub with a great atmosphere.

You can catch up on the latest sporting events while enjoying a pint of Guinness or Ale. There is top pub grub with Irish delights such as Bangers and Champ, Irish Stew, and Corn Beef and Cabbage. The pub springs to life

in the early evening with live entertainment. You're sure to have great 'craic'.

Cohiba Nightclub and Lounge

110 Broadway
Tel) 562 491 5220

www.cohibalongbeach.com

One of Long Beach's coolest nightclubs where you can dance the night away in the nightclub, eat fine food in the dining room or enjoy a cigar and martini in the club lounge. See their website for music details.

Mai Tai Bar

97 Aquarium Way
Tel: 562 435 1200

Hawaiian style bar located overlooking the water. Sit back and enjoy a cocktail listening to live music which plays every night.



Courtney Grimes-Joye gives a traditional Irish welcome at The Auld Dubliner, opposite the Convention Center.

Basement Ultra Lounge

149 Linden Avenue B 100
Tel: 562 901 9090

www.basementlounge.com

Historical building with great décor located in the East Village thought to be the only underground lounge in Long Beach.

The bar features a Martini bar,

gourmet starters, live entertainment and DJs.

Smoothe's Sports Grille

144 Pine Avenue
Tel: 562 437 7700

Catch up on all the latest sports on one of the 25 plasma TV screens or tuck in to some sushi on the open-top roof lounge. Live entertainment keeps it open until late.

Hooters

130 Pine Avenue
Tel: 562 983 1010

www.hootwinc.com

I am sure many delegates might like to relax after a day at the conference by being served a cold beer by one of the famous Hooters Girls! Food is also available.

EATING OUT...

Long Beach has a good mix of restaurants from local Californian cuisine to authentic French and Italian restaurants. For a cheap option head to Rainbow Harbour, a big development complex with lots of dining options which include many chain restaurants, as well as being a shopping hub and a great place to catch a movie at its multiplex theatre. Further east is Shoreline Village which is another shopping and dining complex.

Chelsea – Queen Mary

1126 Queen's Highway
Tel: 562 435 3511

www.queenmary.com

The Chelsea is a plush award winning five star fresh seafood restaurant aboard the stunning Queen Mary with amazing views of the waterfront. It's open for dinner Wednesday through to Sunday. You must pre-book.

The Sky Room Restaurant

40 South Locust
Tel: 562 983 2738

Top class restaurant located atop the historic Breakers of Long Beach which takes you back in time with its 1930s and 40s art deco. The menu features California-Eclectic cuisine and an extensive wine list. It has a 360-degree view overlooking the Pacific Ocean and the downtown Long Beach city skyline. Pre-book.

Tantalum Restaurant

6272 E.Pacific Coast Highway
Tel: 562 431 1414

Warmly decorated restaurant located by the waterfront with Californian cuisine, the fish and Surf n' Turf are particularly good, with a good beer and wine list.

Da Vinci Ristorante'

2801 E.Spring Street, 3rd Floor
Tel: 562 986 5610

Dedicated to the art master this fine dining Italian restaurant is next to Long Beach Airport.

Bubba Gump Shrimp Co.

87 Aquarium Way
Tel: 562 437 2434

www.bubbagump.com

Inspired by the movie 'Forrest Gump'. Tuck in to juicy burgers, Dixie style ribs and of course buckets of shrimp...try the 'Bucket of Boat Trash'.

555 East Restaurant

555 East Ocean Road Boulevard
Tel: 562 437 0626

Classic steakhouse, voted the best steakhouse in California by The Beef Council, serving prime steaks and seafood, plus there is an award winning wine list making it the perfect choice of restaurant to impress clients.

Christy's Ristorante

3937 East Broadway
Tel: 562 433 7133

www.christysristorante.com

Award winning Italian restaurant owned by the daughter of Sonny Bono it sees many a high profile guest. The service is excellent as is the décor with an indoor waterfall. The wine list is also award winning but if you don't fancy wine it is also known for great martinis. Pre-book.

FLIGHT DAILY NEWS

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