



CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018, Hamburg
Germany, ZAL TECH CENTER

Hosted by

DIEHL & AIRBUS
Aviation

Early Confirmed Airlines:



Partner: **SEKISUI** | **SPI** | **ETAPIS**
IN EVERYTHING THAT FLIES

Sponsors: **stg aerospace®** **REELL** Beadlight®
Bright ideas. Brilliant solutions.



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EARLY CONFIRMED SPEAKERS AND GUESTS:

KRZYSZTOF MOCZULSKI
Director of Product Department
LOT Polish Airlines



DEBBIE COQUIA-CUYEGKENG
Assistant Vice President, Product
Research and Development
Philippine Airlines



KATSUNORI MAKI
Manager Products & Services Strategy,
CS&Products Services
All Nippon Airways (ANA)



ANDRII KUSYI
Technical Manager Cabin Operations
Wizz Air



PETER AZZOUNI
Manager Guest Experience –
Cabin Operations
Etihad Airways



STEPHAN KEIL
Senior Manager Production,
Project Delivery &
Innovation - Design,
Engineering and Innovation
Etihad Airways Engineering



ANDREW LITAVIS
Senior Analyst Product Development
jetBlue



WOLF-DIETER KUHNLA
VP R&T + Innovations
Diehl Aviation



LUFTHANSA



ANTHONY HARCUP
Associate Director
Acumen



BEN BETTEL
Program Director Aircraft Interiors
Counterpoint



RONN CORT
President & COO
SEKISUI SPI



GARY SENECHAL
Seats Joint Venture
JEFF ROBERTS
Product Development Chief, Cabin and
Features Airplane Product Development
Boeing Commercial Airplanes



CHRIS BRADY
CEO
Acro Aircraft Seating



JOCHEN LOHRMANN
Head of Innovation & Advanced
Development, RECARO Aircraft Seating GmbH & Co. KG



RAKI ISLAM
Vice President,
Airworthiness & Compliance,
Zodiac Seats



RUTH WILLIAMS
Head of Marketing
STG Aerospace



LAURENT STRITTER
VP Aerospace
ROMAIN CHAREYRE
VP DESIGN, Style & Design



SAM CHUI
The world's most followed
Aviation Blogger and Reviewer
Aviation and Travel



DANIEL BARON
Managing Director
LIFT Strategic Design



PROF. PETER VINK
Faculty of Industrial Design
Engineering, TU Delft



ALEX POZZI
Vice President of
Seating R&D



GLENN JOHNSON
Design Director,
Rockwell Collins

SWOOP



AIR FRANCE KLM



BANGKOK AIRWAYS



DELTA AIR LINES



TURKISH AIRLINES



AIRBUS



BMW GROUP
Designworks



MIRUS



FEDERAL AVIATION
Administration



OPTIMARES



TAPIS CORPORATION





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PARTNER:



SEKISUI SPI's KYDEX® Thermoplastics brand is recognized by designers, engineers, and OEMs as a leader in specialty polymers for aviation interiors.

From flight deck to tail, this complete portfolio provides fully-compliant materials with excellent mechanical properties and

a refined degree of integral finish and color for an enhanced passenger experience. www.sekisui-spi.com



Established in 1977 by Karen Caputo, Tapis Corporation is a market leader in aircraft interior seating and vertical surface soft goods. Tapis Corporation

industries is a preferred supplier to all of the world's major OEM seating manufacturers and is offerable with Recaro seating, Rockwell Collins and Zodiac seating. Based in Armonk, New York, USA, Tapis Corporation supplies synthetic leather, synthetic suede and other high-performance fabrics for commercial and business jet interiors. www.tapiscorp.com

SPONSORS:



STG Aerospace develops innovative and cost-effective lighting solutions for the aviation industry. Established in 1995, STG Aerospace understands the challenges faced by today's leading airlines, MROs and OEMs and continues to push the boundaries in technology and product applications to meet their needs. STG Aerospace leads the development of photoluminescence in aviation and continues to innovate in other specialist lighting applications including LED cabin mood lighting and signage; providing easy-to-install, reliable products that save weight which reduces operational and maintenance costs.

www.stgaerospace.com
sales@stgaerospace.com



Reell Precision Manufacturing provides high-quality innovative solutions to transmit torque, control angular position and protect delicate components from excessive force. Combining the world's most precisely controlled torque technology with the industry's most experienced engineering team provides a perfect product fit in customer applications. Reell's patented technology is widely used in the consumer electronics, automotive, aircraft interiors, medical technology, workstation furniture, kiosk/data terminal, and architectural lighting industries.

Reell offers transportation seating solutions for positioning headrests, armrests, leg rests, and entertainment components such as video screens and meal trays for both seatback mounting and in-arm storage. For seating comfort you can rely on Reell Precision technology, which is used in premium automotive and aviation solutions worldwide for many years. For more information about any of Reell's products and services, please contact Reell or visit www.reell.com.

Beadlight® Beadlight is a specialist and pioneer in LED in-seat reading lights. Beadlight design and manufacture their lights, working on the principles of safety, quality and design. Beadlight in-seat reading lights combine that certain design flair with patented diffusion technology where other lights just cannot compete. Beadlight works with international design houses and lighting consultants covering not only the world of premier aircraft seating but also those of Mega Yachts, Cruise Ships and World Class hotels.

www.beadlight.com

MEDIA PARTNER:



Aircraft Interiors International is celebrating its 20th Anniversary during 2018 and over the last 20 years it has grown to become the industry's premier publication. With an

ABC audited circulation of just short of 14,000 buyers and key decision makers, the hard copy format is extremely valued by readers for detailed content, sense of style and easy-to-read format, and appreciated by advertisers for consistently generating

strong sales leads and wider brand recognition. Industry news is delivered through our weekly email service linked to our website www.aircraftinteriorsinternational.com. You are welcome to take a complimentary copy during the Conference.



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WHAT OUR PAST DELEGATES EXPERIENCED

„For airline it was great opportunity to listen to top airline cabin development presentations.“

Manager Products & Serv. Strategy, CS & Products Services, ANA

„Very constructive atmosphere, good presentations, very good level of discussions and participants, speednetworking is a good idea and workshops a good alternative to presentations only.“

Director Liaison Office Abu Dhabi, Diehl Aerospace Abu Dhabi

„Great content, great participants, great location.“

Executive Vice President Res. & Dev., Recaro Aircraft Seating

„Got to be the best event I have attended. Personal, open, great group willing to discuss and share common experiences/challenges and opportunities.“

Design Director, Factory Design

„Versatile program with speeches and interactive modules. International/interdisciplinary audience.“

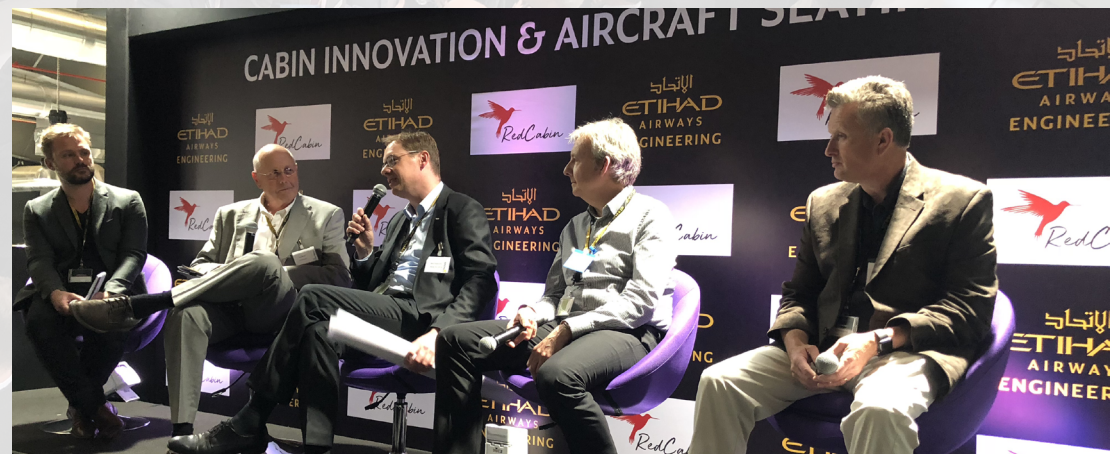
Director Strategic Partnering, BMW Design Works

„Fantastic conference. Very effective to meet with existing relations and meet new ones. Well organized. Good topics for workshops. Very friendly atmosphere from everybody. Very honest and open discussions.“

General Manager, ADSE

„Different approach, more practically than other conferences. Better direct contacts with participants and airlines. Workshops good. More open discussion. Good organisation, hospitality.“

Business Development Director, Metzeler Schau





CABIN INNOVATION & AIRCRAFT SEATING

4 - 6 December 2018 | Hamburg, Germany, ZAL TECH CENTER

Conference Day One | Tuesday, 4 December 2018

07:45 Registration

08:15 RedCabin and chairman's welcome

Monica Wick – Founder & CEO, RedCabin

Anthony Harcup – Associate Director, Acumen

Roland Gerhards – Managing Director & CEO, ZAL Tech Center

Ben Bettell – Program Director Aircraft Interiors, Counterpoint

INDUSTRY OVERVIEW

08:30 State of the nation type industry overview

- The interiors industry size
- The supplier base is expanding
- Changes in the Premium seating
- The business outlook

Ben Bettell – Program Director Aircraft Interiors, Counterpoint

09:00 Improving cabin aesthetics without compromising passenger safety

How do you balance photo luminescent safety requirements with modern cabin design? Can we create cabin lighting harmonisation that includes emergency floor path lighting and still meet regulatory requirements? Yes is the answer, but we need to work together, designers, marketers, OEM's, innovators alike to ensure we have all the component parts to balance aesthetics with safety. Join in our straight-talking session to look our minds work in emergency conditions and discover the 10 rules of using photo luminescent products in the cabin.

Ruth Williams – Customer Experience, Head of Marketing, STG Aerospace

09:30 SPEED NETWORKING

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background. Make sure you bring a whole stack of business cards with you!

10:15 Networking Coffee Break

CABIN INNOVATION

10:45 Airline Casestudy

The Philippine Airlines A350 features unique, first-in-the-world mood lighting scenes designed around brand, country and culture. Using photos and video, we will explain why they were developed, and how PAL is leveraging them as a point of differentiation. We will explore:

- Mood lighting integrated as brand experience
- Translating culture into „emotional touchpoints“
- Big picture context: how the colors work with other CMF elements
- Opportunities for ancillary revenue generation

Debbie COQUIA-CUYEGKENG – Assistant Vice President, Product Research and Development, Philippine Airlines

Daniel Baron – Managing Director, Lift Strategic Design

11:15 Is Perceived Quality the next paradigm shift in the cabin ? STYLE&DESIGN takes a stance on this topic...

- Introduction of STYLE&DESIGN
- What is at stake in the cabin?



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Conference Day One | Tuesday, 4 December 2018

- Definition of Perceived Quality
- The proposed methodology
- BenchmarQ : The power of digitalization

Laurent Stritter – VP Aerospace, Style & Design

Romain CHAREYRE – VP DESIGN, *Style & Design*

11:45 AIRLINE PANEL DISCUSSION

YC seats and improving the accommodation in this class

Debbie COQUIA-CUYEGKENG – Assistant Vice President, Product Research and Development, *Philippine Airlines*

Katsunori Maki – Manager Products & Services Strategy, CS&Products Services, *All Nippon Airways (ANA)*

ANDRII KUSYI – Technical Manager Cabin Operations, *Wizz Air*

Peter Azzouni – Manager Guest Experience – Cabin Interiors, *Etihad Airways*

Alex Pozzi – Vice President of Seating R&D, *Rockwell Collins*

Moderators:

Sam Chui – The world's most followed Aviation Blogger and Reviewer, *Aviation and Travel*

Daniel Baron – Managing Director, *LIFT Strategic Design*

12:15 *Networking Luncheon*

INTERACTIVE WORKING GROUPS

The audience will be divided into 3 groups. Each group will attend all 3 interactive workshops.

13:15 WORKING GROUP 1

The hidden comfort metric – perceived comfort, what is it and how do you measure it? Is it real or just a cheap jedi mind trick?

Jochen Lohrmann – Head of Innovation & Advanced Development, *RECARO Aircraft Seating GmbH & Co. KG*

Oliver Forgatsch – Head of Design, Ergonomics & Prototyping, *RECARO Aircraft Seating GmbH & Co. KG*

13:15 WORKING GROUP 2

„Continued product segmentation“ – *on twin-aisle, FC is disappearing, BC is moving forward in the cabin, PEC is segmented in to two products (a de ned PEC product and EC with pitch, leg rest and amenities etc.). Is there another niche product to develop here? EC is segmenting with Basic Economy across a number of airlines. Will a new product type emerge?*

Gary Senechal – Seats Joint Venture, *Boeing Commercial Airplanes*

13:15 WORKING GROUP 3

Using research data and comfort research to design a seat

- Explanation of the process: first design based on available data
Wand then test it



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- Design based on an overview of scientific data relevant for seat design, like
- Human sensitivity data of back and buttock
- Ideal pressure distribution
- Variation in posture
- Back rest curve

Prof. Peter Vink – Faculty of Industrial Design Engineering, *TU Delft*

13:15 WORKING GROUP 4

Airbus Butterfly seat mock-up - Airspace / Butterfly

Butterfly is an innovative seating concept that allows instant and simple transformation of a two seater mode (premium cradle seat) to a one seater mode (full-flat suite). It has won both the Crystal Cabin Award as well as the IATA Passenger Innovation Award and was exhibited on the Airbus booth during the Aircraft Interiors Expo 2018. Butterfly offers flexibility for airlines to enable revenue maximisation, streamlining of operations and risk mitigation. For passengers, Butterfly brings a new and unique travel experience with a variety of seating and sleeping arrangements, giving passengers the choice of different comfort levels depending on their individual needs for each flight. During the working group, details and benefits of this innovative seating concept will be presented and you will be able to experience the seat and test the different configurations.

Ingo Wuggetzer – VP Cabin Marketing, *Airbus*

15:15 *Networking Coffee Break*

15:45 CONTINUING WITH WORKING GROUPS 1,2, 3 AND 4

17:45 Results

Each moderator of the Interactive working group is presenting the outcomes of their session

18:15 *Closing remarks*

Evening Dinner

RedCabin invites you to a Dinner. Take this opportunity to network and make new business contacts. Or just relax and round off your first conference day.

Conference Day Two | Wednesday, 5 December 2018

08:00 *Registration*

NEW TECHNOLOGIES

08:30 Physical and digital harmony

The whole world is talking about disruption, as the future, and the ultimate way to achieve progress. Disruption for the sake of disruption...

There is an apparent need to achieve a situation of ‚breakage‘ or ‚failure‘ in order to progress... Instead however, we are interested in integrating multiple experience aspects into one harmonized singular experience - shouldn't we be looking to „understand the system“ not just disrupt it? The automotive world is a key example of this, and how developments and advancements from physical to digital demonstrate how new technology can bring new



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Conference Day Two | Wednesday, 5 December 2018

life to existing systems – to enrich and enhance existing experiences, and where physical and digital can in fact work together seamlessly to provide one overarching, positive experience.

Johannes Lampela – Director of Design, Los Angeles Studio, *Designworks, A BMW Group Company*

09:00 Airline Case Study : The Digital Cabin

What is really in it? The bottom line? Applications of the IoT technology for Crew, Maintenance and Guests – examples how this is already being deployed in operation

Andrew Litavis – Senior Analyst Product Development, *jetBlue*

09:30 New Technologies in Cabin Interior

In a tight air travel market, airlines are ever looking for ways to distinguish themselves from competitors and to offer superior experiences to their guests. Etihad Airways Engineering, as the leading MRO in the Middle East, and co-initiator of the IntelligentCabin research project, are at the forefront of this development. New cabin technologies of the future will include 3D-printed parts for aircraft cabins, challenging OEMs in their business models. Airlines are pushing for alternative solutions with lower cost, MROs are moving to a new approach on how to reconfigure aircraft in the future. The presentation will discuss Etihad's current view of these exciting developments.

Stephan Keil – Senior Manager Production, Project Delivery & Innovation - Design, Engineering and Innovation, *Etihad Airways Engineering*

10:00 Networking coffee break

10:30 PANEL DISCUSSION

Collaborative Craftmanship

Moderated by: **Ronn Cort** – President & COO, *SEKISUI SPI*

11:00 Improving cabin access for all

Glenn Johnson – Design Director, *Rockwell Collins*

CERTIFICATION REGULATORS IN THE FOCUS

11:30 PANEL DISCUSSION

Innovation Vs Passenger Safety & Regulatory Compliance

- There is a perspective within our industry that passenger safety and regulatory considerations are hindering innovation.
- Let's look at some recent innovations and their impact on passenger safety. How our designs are saving lives. Open discussion on above topics

John Shelden – Transport Directorate, *FAA EASA*

Moderated by: **Raki Islam** – Vice President, Airworthiness & Compliance, *Zodiac Seats*

12:15 Networking Luncheon



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Conference Day Two | Wednesday, 5 December 2018

INTERACTIVE WORKING GROUPS

The audience will be divided into 3 groups. Each group will attend all 3 interactive workshops.

13:45 WORKING GROUP 1

Automotive and Aviation

Transport materials how they will develop and why?
The unsung heroes of color, material and finishing.

Anthony Harcup – Associate Director, *Acumen*

13:45 WORKING GROUP 2

High Performance Materials

What are they, what does the future hold and where is current research and development taking us? (covers all materials incl. fabrics, leathers, synthetic leathers, petri dish grown leathers, trends in plastics chemistry and more). Crystal ball gazing for materials science.

Matthew Nicholls – Sales Director, *Tapis Corporation*

13:45 WORKING GROUP 3

The Race for Data and new models for collaboration – how do OEMs, MROs and Airlines crack the nut?

Jeff Roberts – Product Development Chief, Cabin and Features
Airplane Product Development, *Boeing Commercial Airplanes*

Marc Launer – Director, Advanced Research & Product
Concepts, *BGS Research & Rapid Development*

15:45 *Networking coffee break*

16:15 CONTINUING WITH WORKING GROUPS 1,2 AND 3

17:45 Results

Each moderator of the Interactive working group is presenting the outcomes of their session

18:15 *Closing remarks by RedCabin and conference chairman*



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Workshop Day Three | Thursday, 6 December 2018

09:30 *Registration*

10:00 WORKSHOP 1

Hard plastics

Cabin plastics as not just protective coatings and color but as the vehicle of visual display boards in the future

12:00 *Networking Luncheon*

13:00 WORKSHOP 2

Health Management Systems

Within this workshop we will give an overview of state-of-the-art health management approaches used in a variety of aeronautic applications. There are implementation costs as well as verifiable benefits for the stake-holders. They need to be understood in order to study the value chain of health management in the cabin area. From detecting an event to closure of the issue the chain will be derived before jumping into further discussion on how to handle questions such as: How many events do we have in the cabin? How are they documented? Which events are causing large disruptions? Is it possible to prevent the event? How reliable must the prediction be to justify a preventive maintenance action?

We will categorize the efforts addressing different links of the

chain from a technology and added value standpoint as well as developing more detailed insights on example solutions and possible applications.

The workshop should provide the participants with a more comprehensive view on the importance of health management in the cabin, possible solutions and total financial impact.

Wolf-Dieter Kuhnla – VP R&T + Innovations, *Diehl Aviation*

15:00 *Networking coffee break*

15:30 WORKSHOP 3

Comfort Science

Is there such a thing as Comfort Science and if so what are its scientific and engineering principles?

Chris Brady – CEO, *Acro Aircraft Seating*



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PAYMENT ARRANGEMENTS AND REGISTRATION MODALITIES

DATE	BOOK UNTIL 28TH OF SEPTEMBER	BOOK AFTER 28TH OF SEPTEMBER
2 DAY CONFERENCE INVESTEMENT	2.595 € + VAT*	2.795 € + VAT*
INVESTMENT PER WORKSHOP ON 6TH DEC	400 € + VAT*	500 € + VAT*
ALL 3 WORKSHOPS ON 6TH DEC	1.000 € + VAT*	1.250 € + VAT*

* Investment per delegate

AIRLINES PLEASE CONTACT US FOR LIMITED VIP TICKETS

The delegate fee includes the following services:

- Catering during the entire conference
- Access to the purchased conference packages
- Conference documentation
- Evening event

PAYMENT TERMS

Payment is due on receipt of the invoice



PAYMENT METHODS

Pay by bank transfer quoting reference Cabin Innovation EU:

RedCabin - Monica Wick | Berliner Sparkasse

IBAN: DE70 1005 0000 0190 7054 50 | SWIFT-BIC: BELADEBEXXX

CONFERENCE VENUE AND ACCOMODATION

ZAL TECH CENTER | Hein-Sass-Weg 22 | 21129 Hamburg | Germany

PARTNER HOTEL: The Rilano Hotel Hamburg
Hein-Sass-Weg 40 | D-21129 Hamburg | Germany
For booking please contact RedCabin.

For further information or registration please call:

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