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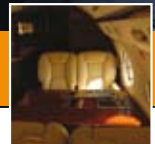
Christian Ruschenpöhler, Director Cabin Services,
SKI-Team GmbH

Access the latest
developments of
VIP/business cabin
design concepts

4TH ADVANCED AIRCRAFT INTERIORS 2008

Lightweight meets Modularisation – Advanced Cabin Design Concepts – Innovative Electronics

INTERACTIVE WORKSHOP DAY: 11TH NOVEMBER 2008 |
TWO DAY CONFERENCE: 12TH AND 13TH NOVEMBER 2008 | Mövenpick Hotel, Hamburg, Germany



■■■■ Hear international
case studies from 15 leading
companies and institutions:

- **Alitalia S.p.A.**, Italy
- **Federal Aviation Administration**, USA
- **Turkish Airlines Inc.**, Turkey
- **B/E Aerospace Inc.**, USA
- **Diehl Aerospace GmbH**, Germany
- **Delft University of Technology**, The Netherlands
- **Emteq Inc.**, UK
- **Lamera AB**, Sweden
- **Technical University Hamburg-Harburg**, Germany
- **Technical University of Munich**, Germany
- **Frost & Sullivan Ltd.**, UK
- **TÜV Kraftfahrt GmbH**, Germany
- **Lufthansa Technik AG**, Germany
- **Edése Doret Industrial Design Inc.**, USA
- **Air Baltic Corp. AS**, Latvia

Gain insights into next generation design strategies for cabin interiors:

- Explore new ideas on **VIP/business cabin design** to **differentiate** yourself from your competitors
- Hear about **upcoming regulations** on **fire safety** and **flammability** to discover the **potentials** and **threats** of **new materials**
- Find out how to **integrate** the **voice of the customer** into the **design process** to become their **airline of choice**
- Access **intelligent lighting concepts** to **reduce maintenance costs** and **assure** the **passenger's well-being**
- Learn how to **overcome** the **challenges** of **lightweight design** and **modularisation** to **increase** the airlines **profitability**

Highlights

Aircraft interior fire safety: R&D for the future

Richard G. Hill, Program Manager: Aircraft Fire Safety R&D,
Federal Aviation Administration (FAA), USA

Innovative utilisation concepts for alternative spaces in aircrafts

Glenn Johnson, Director Industrial Design Studio,
B/E Aerospace Inc., USA

How to differentiate the business class cabin design within aircrafts

Edese A. Doret Jr., President,
Edese Doret Industrial Design Inc., USA

Interactive Workshops

A: Modularisation vs. lightweight
construction design

B: Ergonomic and multifunctional:
The ideal seat

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4TH ADVANCED AIRCRAFT INTERIORS 2008

Access the latest developments of VIP/business cabin design concepts

Lightweight meets Modularisation – Advanced Cabin Design Concepts – Innovative Electronics

Dear Colleague,

As the **business aviation sector** is experiencing **continuous growth**, airlines are using **aircraft interior design** to differentiate themselves from their **competitors**. While similar on the outside, airlines need to have a distinct cabin interior design in order to **bind customers** and to **comply** with their **demands for comfort and safety**: enhanced and **innovative solutions** for **seats, textures, IFE, galleys, ceiling and lighting systems** are constantly worked on. At the same time there is a need to **standardize the manufacturing process** and to achieve **efficient cost management**. Furthermore, the debates on climate change and the **rising fuel prices** are exerting increasing pressure on the manufacturers to comply with forthcoming legal standards and to focus their research on advanced **lightweight materials** that decrease fuel consumption.

To gain an insight into the **latest strategic and technical developments** of this complex market you cannot afford to miss this 4th international conference on

4th Advanced Aircraft Interiors 2008

Lightweight meets Modularisation – Advanced cabin Design Concepts – Innovative Electronics

11th-13th November 2008
Mövenpick Hotel, Hamburg, Germany

- Discuss the challenges of how to **combine modularisation and lightweight construction** to improve the **cost efficiency** of your aircrafts
- Learn about progress made in the field of **cabin lighting** to provide your customers with the **highest level of comfort**
- Examine the **requirements** for creating the **ideal lounge seats** to attract your **VIP customers**

High-level speakers from companies and associations such as **B/E Aerospace, FAA, Diehl Aerospace, Lufthansa Technik, Alitalia** and **Turkish Airlines** will report on first-hand experiences and latest developments.

Save your place and book now!
We look forward to meeting you in Berlin!

Kind regards

Your  Team

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- Cabin Interiors
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- Design
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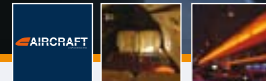
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Workshop A 10:00 - 13:00

Modularisation vs. lightweight construction design

Prof. Dr.-Ing.
Dieter Krause,
Product Development
and Mechanical
Engineering Design,
**Technical University
Hamburg-Harburg,
Germany**

Lightweight Design is very important for the development of new aircraft interiors. Due to each airline having a **different aircraft interior design**, aircraft manufacturers and their suppliers have to handle a great variety of products. In order to manage multiple variants, one important strategy is to consider the **modularisation** of the product range to **reduce complexity**. On the other hand there is a risk that the weight will be higher than before.

The **right design strategy** depends on the **mode of construction**, which we will discuss together in detail.

- Reducing complexity through modularisation
- Modularisation vs. lightweight
- Design strategies & construction methods

Workshop B 14:30 - 17:30

Ergonomic and multifunctional: The ideal seat

Prof. Dr. rer. nat.
Heiner Bubb,
Institute of
Ergonomics,
**Technical University
of Munich, Germany**

This session focuses on one of the most important features of the cabin interior for the passenger: the seat. Most recent scientific findings on **ergonomics** in combination with the **integration** of the **latest electronic features** are contributing to the quality of a seat to a great extent.

The following questions will be discussed in this workshop:

- Comfort and discomfort
- What can we learn from pressure distribution measurements?
- Does an ideal ergonomic seat exist for everybody (influence of anthropometry, body posture and individual preferences)?
- Through which features is a seat suitable for sleeping? Can discomfort be minimized for long-term flights even in the economy class?
- Ergonomic seat adjustment
- Improvement of **entertainment features**

Attending companies of our past Aircraft Interior Conferences:

KLM Royal Dutch Airlines | Qatar Airways | 3M Deutschland GmbH | AES GmbH | Alitalia | Alsteraero GmbH | Alstom Transport S.A. | Austrian Airlines AG | Bartenbach LichtLabor GmbH | Boeing Commercial Airplanes | Brand Environment UK Ltd. | C&D Zodiac Inc. | CSH Cabin Systems Holding GmbH | Car Trim GmbH | Carcerano Srl | CeBeNetwork GmbH | Engineering & IT | DAe Systems GmbH | Delft University of Technology | Delunamagma Industries GmbH | Diehl Aerospace GmbH | Draka Fileca | Driessen Aerospace Group | Dräger Aerospace GmbH | E.I.S. Aircraft GmbH | ELAN GmbH | Embraer | EMTEQ - Europe | Edése A. Doret Industrial Design Inc. | Eurocopter SAS | EOS GmbH | ESW Gesellschaft für Ausrüstung mbH | Fraunhofer Institut für Bauphysik | Finnair Oyj | Fischer Advanced Composite Components AG | Frost and Sullivan Ltd. | Goodrich | Lighting Systems GmbH | HAW Hamburg | 2s.ing GmbH | HWF Hamburgische Gesellschaft für Wirtschaftsförderung | IAS Industrial & Airborne Systems Handelsgesellschaft mbH | IATA Centre | Isovolta AG | Jet Aviation BSL | HTP High Tech Plastics AG | HTS AG | IDS Scheer AG | Lantal Textiles | Lufthansa German Airlines | Lufthansa Technik GmbH | Labinal GmbH | Lyttron Technology GmbH | METZELER SCHAUM GMBH | Metzeler Technical Rubber Systems | MGR Foamtex Ltd | Nokia Siemens Networks GmbH & Co. KG | GA Electronic | PFW Pfalz-Flugzeugwerke GmbH | Qantas Airways Ltd. | RUAG Aerospace Services GmbH | Rudolf Wulfmeyer Aircraft Interior GmbH | SAS Scandinavian Airlines Systems | Rheinmetall Defence Electronics GmbH | Swiss International Airlines | iDS Design Studio | SCI Cabin Interiors | Sell GmbH | SR Technics Switzerland | TAP Portugal | Air France S.A. | Airbus Deutschland GmbH




8:15 Registration & Coffee

9:00 Chairman's welcome & opening address
Prof. Dr. Peter Vink,
Faculty of Industrial Design Engineering,
Delft University of Technology, The Netherlands

Advanced cabin design concepts to reach customer satisfaction and differentiation

9:15 **Integrating the voice of the customer into the design process**

 ■ Presenting the results of a study regarding trip reports of the first half of 2008

■ What are the customer demands?

■ Outcome of the study: evaluating the first sketches and testing first models and prototypes

Prof. Dr. Peter Vink,
Faculty of Industrial Design Engineering,
Delft University of Technology, The Netherlands

10:00 **How to differentiate the VIP / business class cabin design within aircrafts**

 ■ VIP design process

■ Emerging technology in design

■ A designers relationship with owner/operator


■ A designers relationship with modification centers

Edese A. Doret Jr., President,
Edese Doret Industrial Design Inc., USA

10:45 Coffee Break & Networking

Regulatory insight: Requirements for cabin safety

11:15 **Aircraft Interior Fire Safety: R&D for the future**

 ■ Use of composite structure on aircraft interior flammability


■ Use of Magnesium in aircraft interiors

■ New flammability test for wire, cable and ducting

■ Cabin water mist

Richard G. Hill,
Program Manager: Aircraft Fire Safety R&D,
Federal Aviation Administration (FAA), USA

12:00 **Safety requirements for the transportation of children**

 ■ European regulations

■ Advantages and disadvantages of existing systems

■ What are airlines doing?


■ How does the future look?

Martin Sperber,
Business field: aviation engineering,
TÜV Kraftfahrt GmbH, Germany

12:45 Networking Luncheon

Cost efficiency vs. increasing customer demands

14:15 **Approaches to overcome the dilemma to attract customers while increasing the profit**

 ■ How to manage the investment strategy on product and quality standards

■ How to keep the right focus on efficiency, cost savings and bottom line results in the current business environment

■ Insights into the Alitalia strategy

Alfio Messina,
Director Business Development,
Alitalia - Linee Aeree Italiane S.p.A., Italy

15:00 **Innovative utilisation concepts for alternative spaces in aircrafts**

 ■ Defining alternative spaces


■ Utilisation concepts

■ Possible impact on design, weight and profit

Glenn Johnson,
Director Industrial Design Studio,
B/E Aerospace Inc., USA

15:45 Coffee Break & Networking

16:15 **Modification and standardisation: Find out about innovative VIP/business cabin systems**

 ■ The role of modifications of cabin systems

■ Standardisation vs. individuality

■ Increasing customer satisfaction:
Cost efficient VIP cabin interiors

Dr. Rainer Sebus,
Manager, Engineering Services,
Lufthansa Technik AG, Germany

17:00 **Discussing upcoming market strategies of airlines and manufacturers**

 This discussion focuses on the need of airlines to differentiate themselves from each other. Aspects such as customisation, design and lightweight influence the strategies and decision-making of airlines concerning their cabin interiors. The impact of these factors on cabin design strategies will be discussed here.

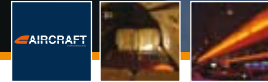
Panelists: Speakers of the day and
Aleksejs Kuznecovs, Engineer Cabin Interior,
Air Baltic Corp. AS, Latvia

Aysegul Durak, Cabin Quality Chief Engineer,
Technical Directorate,
Turkish Airlines Inc., Turkey

Chairman: Prof. Dr. Peter Vink,
Delft University of Technology, The Netherlands

18:15 Concluding remarks from the chairman

18:30 End of the first conference day



8:15 Registration & Coffee

9:00 Chairman's welcome & opening address

Enhanced seating systems: Increasing comfort whilst saving space

9:15 **Presenting the outcomes of a study: Requirements for the ideal lounge seat**



- The ideal back rest angle
- The ideal seat angle
- The ideal support for the feet
- The ideal head rest form

Prof. Dr. Peter Vink,
Faculty of Industrial Design Engineering,
Delft University of Technology, The Netherlands

10:00 **VIP/Business seating design: Ergonomics and comfort vs. weight and space reduction**



- Ergonomic adjustment for increased comfort
- The impact of ergonomics on space efficient design
- Combining comfort & lightweight design: choosing the right material

Speaker to be confirmed

10:45 Coffee Break & Networking

Outlook on the future of cabin lighting systems

11:15 **LED – effective lighting without alternatives?**



- Light and humans: What is pleasant light?
- Who and what defines light quality?
- The perfect light design: Light as design element and differentiator
- LED – the only alternative?
- Intelligent lighting: the future

Marc Renz,
Head of Sales New Programmes,
Diehl Aerospace GmbH, Germany

12:00 Networking luncheon

13:30 **VIP cabin lighting: Enhancing comfort and efficiency**



- Effects and efficiency of LED integration
- Decreasing weight, power and fuel consumption
- How mood lighting can help reduce the effect of "Jet-Lag"

Anthony Jones,
Director Business Development,
Emteq Inc., UK

IFE&C: Market trends & technology roadmap

14:15 **The present and future of IFE&C Solutions**



- Key drivers, restraints and supplier challenges
- Market and technology roadmap
- Demand vs. supply: A look into passenger requirements and airline strategies
- What does the future hold for stakeholders?

Diogenis Papiomytis, Commercial Aviation Consultant,
Aerospace & Defence,
Frost & Sullivan Ltd., UK

15:00 Coffee Break & Networking

Elaborate lightweight design concepts

15:30 **Possibilities of lightweight design for advanced aircraft interior design**

- Basic principles of different modes of construction methods
- Principal rules for lightweight design
- New possibilities for integration of function in sandwich panels
- Innovative energy absorbing support concept for hatracks

Prof. Dr.-Ing. Dieter Krause,
Institute of Product Development & Mechanical
Engineering Design,
Technical University Hamburg-Harburg

16:15 **Hybrix - from automotive vision to application in aircraft interiors**



- Volvo spin-off technology - metal microsandwich replacing solid sheet metal for weight saving
- Forming and bonding - best practice
- Prototyping examples
- Ongoing developments

Mattias Grufberg,
M.Sc., Founder and Market Manager,
Lamera AB, Sweden

17:00 Conference wrap-up & concluding remarks from the Chairman

17:15 End of the second conference day

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Please indicate choice of workshop on Tuesday, 11th November 2008

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- Learn about the **principal rules** of lightweight design in order to **save fuel**
- Explore innovative **utilisation concepts** for **alternative spaces** to create **added value**

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