



Preliminary Agenda

AIRCRAFT CABIN Innovation Summit

4 - 6 June 2019 | Museum of Flight, Seattle, USA

AIRCRAFT INTERIORS BETTER BY DESIGN?

Aircraft Interiors, Engineering and Design working together to create the new future

Hosted by:



Early Confirmed Airlines:



Sponsor: stratasys

Beadlight



Partner: TEAGUE





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EARLY CONFIRMED SPEAKERS AND GUESTS

ANTHONY HARCUP

Senior Director
Teague

TEAGUE

BLAKE EMERY

Director, Differentiation Strategy



JEFF ROBERTS

Product Development Chief, Cabin and
Features Airplane Product Development

SHEILA REMES

Vice President of Strategy
Boeing Commercial Airplanes

BEN BETTELL

Program Director, Aircraft Interiors
Counterpoint



ALESSANDRO BRACA

CEO
Optimares



BEN ORSON

Managing Director
JPA Design London



LARS RINNE

Co-Founder
Butterfly FSS Ltd.



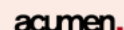
BEN SMALLEY

Aviation Market Business Manager
SEKISUI SPI



CATHERINE BARBER

CMF Consultant and Director of
Studio Catherine Barber Ltd.
Acumen Design Associates



GARY SENECHAL

Vice President, Sales & Marketing
Adient Aerospace



GAREN MORENO

Director, Strategic Partnering
Designworks,
A BMW Group Company



DR. HELGE SACHS

Senior Vice President
Product Innovation

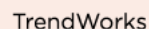


SEBASTIAN TIVIG

Certification and verification engineer (CVE)
for Cabin Safety and Senior Cabin Integrator
Diehl Aviation

ELINA KOPOLA

Trend & CMF specialist



PATRICK MCENEANY

Creative Director
TrendWorks

ROY TURVAVILLE

Certification Staff
Engineer Interiors
Collins Aerospace



JUSTIN MORIGEAU

Sr. Manager, Aircraft Completions
Greenpoint Technologies



RICHARD N. ZISKIND

Vice President & Managing
Director
Crystal AirCruises / Crystal Luxury Air



MATTHEW NICHOLLS

Sales Director
Tapis Corporation



RENÉ DANKWERTH

General Manager
RECARO Aircraft Seating Americas LLC.



HOWARD GUY

CEO
Design Q



DAVID RICE

VP Marketing
Pitch Aircraft Seating



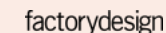
ELIJAH DOBRUSIN

VP of Development & Strategy
LIFT by Encore



PETER TENNENT

Director
Factorydesign



NIGEL DUNCAN

Board Advisor
STG Aerospace Limited



JOSE PEVIDA

SVP Engineering & Product Development
HAECO Americas Cabin Solutions



MATTHEW CODER

Manager – Onboard Experience
Alaska Airlines



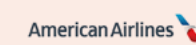
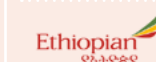
CHRISTOPHER WOOD

Member | UK CAA Access to
Air Travel Advisory Group
Member | Heathrow Access Advisory Group
Flying Disabled



CLAIRE DEMARQUET

Engineering Director
SWS Certification Services LTD (Asia Pacific)





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SPONSORS

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



Founded in 1969 on family values and with multiple, strategically-located operations and customer support facilities around the world, Tulsa-based NORDAM is a leading independently owned aerospace company. The firm designs, certifies and manufactures integrated propulsion systems, nacelles and thrust reversers for business jets; builds composite aircraft structures, interior shells, custom cabinetry and radomes; and manufactures aircraft transparencies, such as cabin windows, wing-tip lens assemblies and flight deck windows.

NORDAM also is a major third-party provider of maintenance, repair and overhaul services to the military, commercial airline and air freight markets. Learn more about NORDAM at NORDAM.com.



Stratasys is a global leader in additive manufacturing or 3D printing technology and is the manufacturer of FDM® and PolyJet™ 3D Printers. The company's technologies are used to create prototypes, manufacturing tools, and production parts for industries, including aerospace, automotive, healthcare, consumer products and education.

For 30 years, Stratasys products have helped manufacturers reduce product-development time, cost, and time-to-market, as well as reduce or eliminate tooling costs and improve product quality.

The Stratasys 3D printing ecosystem of solutions and expertise includes: 3D printers, materials, software, expert services, and on-demand parts production.

Online at: www.stratasys.com, <http://blog.stratasys.com> and [LinkedIn](https://www.linkedin.com/company/stratasys).

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

TEAGUE TEAGUE designs breakthrough products, services, and experiences that deliver new and better ways forward for companies in aviation, automotive, smart cities, personal mobility, space travel, and more. A world leader in digital-physical design and implementation, TEAGUE partners with bold brands that are reinventing the world such as Amazon, The Boeing Company, Google, Intel, and Toyota to solve complex problems and create meaningful connections. Find out more at teague.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.



Northwest Aerospace News shares the manufacturing capabilities and innovations of the Pacific Northwest Aerospace Community with a worldwide audience. We act as a conduit to connect the supply base and those who support it, with the companies that are reaching out to strengthen their position in the marketplace. Our team works hard to provide engaging content and a unique brand personality that has our readers looking forward to reading each issue.



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WHAT OUR PAST DELEGATES EXPERIENCED

„Great content, great participants, great location.“

Recaro Aircraft Seating

„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.“

ADSE

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

Designworks, A BMW Group Company

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

Metzeler Schaum

„This is my first time, and I am fairly new to the market. I found the information very helpful and enjoyed the collaborative interactions.“

Schneller

„Great conference and opportunity to meet with other airlines.“

Saudi Arabian Airlines

„Great conference - attended Abu Dhabi and Hamburg.“

jetBlue





AIRCRAFT CABIN INNOVATION SUMMIT

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Conference Day One | Tuesday, 4 June 2019

08:00 Registration

08:45 RedCabin and chairman's welcome

Monica Wick — Founder & CEO, *RedCabin*

Ben Bettell — Program Director Aircraft Interiors, *Counterpoint*

Anthony Harcup — Senior Director, *TEAGUE*

09:00 The ABC's of Cabin Development

- Innovative Inspirations at the Museum of Flight
- The ABC's of Cabin Development
- The Physical and Psychological Dimensions of Cabin Space

Sheila Remes — Vice President of Strategy, *Boeing Commercial Airplanes*

Blake Emery — Director, Differentiation Strategy, *Boeing Commercial Airplanes*

INDUSTRY OVERVIEW

09:30 State of the nation type industry overview

- Market size – interiors
- Cabin Fragmentation explored
- Disabled passengers accommodation - why?
- On-board connectivity reaching a new high
- Well-being in aircraft

Ben Bettell — Program Director Aircraft Interiors, *Counterpoint*

10:00 SPEEDNETWORKING

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!

10:45 Networking Coffee Break

SEAT INNOVATION - NEXTGEN

11:15 A new product takes off

- Passenger-centric design: co-designing an airline
- Set-2-deliver - a product knowledge network
- Our next product takes off

Alessandro Braca — CEO, *Optimares*

PANEL DISCUSSION

11:45 Cover Story – a vision of the future

A fresh look at seat upholstery and functionality. If we analyse the different performance requirements of Regional, Long-haul and now Ultra Long-haul flights, will we find clues to new innovations?

- Could a recyclable cover mean improved hygiene and sustainable manufacture?
- The challenges of seamless integration of technology - sensors that adjust comfort, heating and cooling, integrated seat controls.



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Conference Day One | Tuesday, 4 June 2019

- Extending upholstered and soft surface applications beyond the seat cushions.
- What opportunities can new materials and finishes offer in enhanced performance?

MODERATED BY: **Catherine Barber** — CMF Consultant and Director of Studio Catherine Barber Ltd., *Acumen Design Associates*

PANELLIST: **Matthew Nicholls** — Sales Director, Tapis Corporation
Les Simpson — CEO, MGR Foamtex

12:15 Diehl Aviation as your densification solution provider

- The future for integrated cabin solutions has already started
- Our focus is on our end-user's needs: Skypax meets the requirements of airlines, crew members and passengers
- A space miracle: Skypax does not only allow more space for additional seats, but also reduces fuel consumption through reduced weight
- Time matters: Short time installation!

Dr. Helge Sachs — Senior Vice President Product Innovation, *Diehl Aviation*

12:45 *Networking Luncheon*

INTERACTIVE WORKING GROUPS

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

14:00 WORKING GROUP – 1

Exclusive Butterfly flexible seat 2.0 - flexible seating

Witness the next generation of the Butterfly seat mock-up:

- Intro
- New market opportunities enabled by new aircraft technology
- Dilemma in product strategy in light of increased hardware performance
- Butterfly mock-up demonstration
- Operational challenges of flexible cabin configurations and corresponding solutions
- Summary

Lars Rinne — Co-Founder, *Butterfly FSS Ltd.*

14:00 WORKING GROUP – 2

Collaborative Craftmanship

Ways the aircraft interior supply chain can collaborate more effectively to deliver innovative and flight-ready products that deliver or exceed this expectation of quality craftsmanship.

Ben Smalley — Aviation Market Business Manager, *SEKISUI SPI*

Jose Pevida — SVP Engineering & Product Development, *HAECO Americas Cabin Solutions*



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Conference Day One | Tuesday, 4 June 2019

14:00 WORKING GROUP – 3

Chasing the illusive Single-Aisle Lie-flat product

There is growing interest in this market segment. Counterpoint Market Intelligence projects segment growth at 7% per annum by 2027. As of January 2019 10 Airlines are flying SALF (Single Aisle Lie Flat Seats), what's driving the demand? What problems need solving and will this product lead new products to bridge the gap to economy class?

Gary Senechal – Vice President, Sales & Marketing,
Adient Aerospace

16:00 *Networking Coffee Break*

16:30 CONTINUING WITH WORKING GROUPS I, II AND III

17:30 Results

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

18:00 Closing remarks and Evening event at the Museum of Flight

Conference Day Two | Wednesday, 5 June 2019

08:00 *Registration*

CABIN INNOVATION

08:30 From Hi-tech to Shy-tech; The Future of Onboard Interaction

On a flight, much of our time is spent looking for the right information. Scrolling, clicking, previewing, logging, choosing, etc. What if the future had less looking and more doing? Quickly evolving interaction technology is helping our environment play an active role in our lives and will forever change how we travel.

Garen Moreno – Director, Strategic Partnering, *Designworks*,
A BMW Group Company

09:00 The Boeing Connected Cabin – Efficiency, Revenue and Experience

The vision of the smart, connected home has been around for many years. For example:

- Your smart home virtual assistant notifies you the igniter on your gas furnace is about to fail, with recommended actions to take so you are not suddenly without heat during the predicted arctic cold front expected in two days

The smart home vision becomes real with an open connectivity platform that gracefully integrates smart appliances from different providers into a common ecosystem that creates convenience and value for the homeowner and appliance providers. Can a smart airplane cabin create convenience and value for passengers, crew, and airlines? Absolutely!



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4 - 6 June 2019 | Museum of Flight, Seattle, USA

Conference Day Two | Wednesday, 5 June 2019

Boeing has been developing connected cabin concepts and capabilities and discussing them with airline customers and industry for several years. Several features will be flight tested this year. These features can make work easier for flight crews, elevate passenger experience and satisfaction, and enable airlines to increase both revenue and reliability.

Jeff Roberts — Product Development Chief Engineer, Cabin and Features, Product Strategy and Future Airplane Development, *Boeing Commercial Airplanes*

09:30 Collaboration and innovation in the industry, highlighting the latest partnership with Williams Advanced Engineering

The most important breakthroughs in the on-board experience have demanded solutions to big technological and engineering challenges.

Unfortunately, too many projects silo the development teams with industrial designers responsible for experimentation and engineers for implementation; stifling innovation and compromising the quality of the product.

Aligning experience design, materials and technology expertise and engineering design unleashes the potential to revolutionise the passenger experience once again.

Ben Orson — Managing Director, *JPA Design London*

10:00 *Networking Coffee Break*

10:30 Upgradation of Existing Aircraft

Luxury cabin interior case study:

- Deckplan walk through / overview of the cabin
- Design inspiration – aligning with the Crystal luxury brand
- Hospitality requirements – seat selection, bar, galley, wine cooler, supporting a 5 star chef, etc.
- Engineering challenges (certification, VIP interiors for a commercial audience, maintenance, etc.)

Justin Morigeau — Sr. Manager, Aircraft Completions, *Greenpoint Technologies*

Richard N. Ziskind — Vice President & Managing Director, *Crystal AirCruises / Crystal Luxury Air*

11:00 Seats as part of the overall cabin experience

- Go beyond seat design, to design entire flight solutions
- Solve our non-seat problems with innovative seat design
- Take the ideas of the end users to create seats their executives will order

Matthew Coder — Manager - Onboard Experience, *Alaska Airlines*



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11:30 PANEL DISCUSSION

Innovation Vs Passenger Safety & Regulatory Compliance

- OEM products are much more difficult to certify than the retrofit market. Is this impacting market balance?
- Should modification of another manufacturer's products be rendered more easy?
- Do we expect an impact on how agencies work with OEMs and suppliers after the B737 software incident?

MODERATED BY: **Anthony Harcup** — Senior Director, *TEAGUE*

PANELLIST: **Sebastian Tivig** — Certification and verification engineer (CVE) for Cabin Safety and Senior Cabin Integrator, *Diehl Aviation*

Claire Demarquet — Engineering Director, *SWS Certification Services LTD (Asia Pacific)*

Roy Turvaville — Certification Staff Engineer Interiors, *Collins Aerospace*

12:00 Flying for All

- Making traveling by air in a wheelchair a reality
- How the cabin be reconfigured
- Accommodating our ageing population
- Retaining the passenger's dignity

Christopher Wood — Member | UK CAA Access to Air Travel Advisory Group, Member | Heathrow Access Advisory Group, *Flying Disabled*

12:15 Are seat OEM's providing solutions to the right problems that Airlines have?

- What want airlines to see from seat OEMs and the interior in general. What is on their wishlist over the next five years?
- Could a design house design those concepts and what other concepts would they propose to the airline?
- Could a seat OEM build these concepts and more importantly how long would it take and how would they do it?
- How would a next gen boutique seat OEM do it and how long would it take?
- How can we create a truly next generation passenger experience?

MODERATED BY: **Matthew Nicholls** — Sales Director, *Tapis Corporation*

PANELLIST: **Matthew Coder** — Manager - Onboard Experience, *Alaska Airlines*

Hank Scott — CEO, *Molon Labe Seating*

Peter Tennent — Director, *Factorydesign*

John Cornell — Manager of Product Research & Development, *JAMCO*

Nigel Duncan — Board Advisor, *STG Aerospace Limited*

Elina Kopola — Trend & CMF specialist, *TrendWorks*

Patrick McEneaney — Creative Director, *TrendWorks*

12:45 *Networking Luncheon*



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Conference Day Two | Wednesday, 5 June 2019

INTERACTIVE WORKING GROUPS

13:45 WORKING GROUP – 2

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

13:45 WORKING GROUP – 1

Changing trend in the Aircraft Interior "Class Structure"
Super Business class and High density Business is the new First class will the class cabin structure cease to exist in the next generation?

The traditional class offering (First/Business/Economy) seems destined to be replaced by a diversity of customized offerings which are focused on better addressing the needs of specific travelers. It is no longer only the disappearing of the First Class cabin or the introduction of a Premium Economy Class between the Economy and Business classes. The variance of offerings around seat types also includes new services on short, mid, and long range flights. Many of these offerings have proved to be extremely successful. The question now is if product class structures as we understand them today will exist in the future. This working group will begin with a presentation around current trends. Afterwards, we will conduct a workshop to discuss these trends and what they mean for airlines and the cabin interiors industry.

René Dankwerth — General Manager, *RECARO Aircraft Seating Americas LLC*.

Aircraft Galleys and the commercial drive for high density configurations on single aisle aircraft

- Aircraft Galleys are often seen by passengers at key moments during the their on-board experience and should reinforce the brand messages of the airline. They are widely criticised for their weathered and functional looks. Does it really have to be like this and what could we do better?

- Can we lift the customers on board catering experience drawing on lessons from other industries?

- The Luxury Galley. Can we add the taste of luxury to the Commercial Airline Galley?

- The commercial drive for high density configurations on single aisle aircraft has driven the industry to optimise space throughout the cabin to increase PAX count. This has seen airlines reduce seat pitch and look for creative opportunities to reconfigure Galleys and Lavatories. The public have voiced concerns and are pushing for legislation to define a minimum standard.

By focusing on passenger living space can we achieve a compromise by design?

- Why wouldn't you put fixed back seats in high density configurations? 10 years ago all Low Cost Carriers flew recline seats. Today we see some market sectors with over 50% of the LCC's flying fixed back seats and this trend is set to continue.



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4 - 6 June 2019 | Museum of Flight, Seattle, USA

Conference Day Two | Wednesday, 5 June 2019

Why are fixed back seats better than recline seats for single aisle aircraft and what benefits do they provide to passengers and airlines?

Howard Guy – CEO, *Design Q*

David Rice – VP Marketing, *Pitch Aircraft Seating*

13:45 WORKING GROUP – 3

The Journey of Product Development

The great ideas laid out at the beginning of a new project are often very different from what is realized at the end and actually ends up being delivered on the aircraft. What are some of the challenges in the development? What are some ways we can improve the process? How do we accelerate the development and shorten the innovation cycle? At each fork on the product development journey how do you make the right decisions?

Elijah Dobrusin – VP of Development & Strategy, *LIFT by Encore*

15:45 Networking Coffee Break

16:15 CONTINUING WITH WORKING GROUPS I, II AND III

17:15 Results

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

17:30 Closing remarks by RedCabin and conference chairman





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4 - 6 June 2019 | Museum of Flight, Seattle, USA

TEAGUE

Day Three | Thursday, 6 June 2019 – Microsoft Tour and TEAGUE working group

The **digital transformation** will inevitably revolutionize the future of the **passenger experience** through all touch-points; from leaving home to arriving at your destination. Every journey will be seamless and customized, processes will be automated, and services personal. This will be enabled by a fully functional digital ecosystem, real-time computing of big-data, a connected global fleet, and robust and secure management of personal data. This revolution can only be **design-lead using the ultimate passenger experience** to unite the stakeholders and guide the execution. Today we are in the early stages of this utopian connected travel experience – while the industry works away developing the enabling technology the world asks - **what is this passenger experience that we are aiming for?**

As one of the world's leading digital experience agencies with customers including Microsoft, Amazon, Google and Boeing, TEAGUE invite you to **experience a vision of the future** through two workshops that aim to **guide and inspire you to create the future** of your company.

WORKSHOP – 1

A trip to the **Microsoft Envisioning Centre in Redmond**. Here you will be given a glimpse of the future in a series of immersive demonstrations: meeting rooms, collaborative workspaces, executive rooms, retail environments, restaurants, kitchens and living rooms. This showcase will demonstrate how new technologies may transform the way we live, work and play.

WORKSHOP – 2

TEAGUE invite you to their Global Design Studio in downtown Seattle where the teams here design digital experiences for the world's leading brands.

Here we will share our vision of the connected travel experience and offer our best futurists and creative minds to help you see the future digital potential of your business.