Presented by

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Vice President Cabin Innovation and Design

Creating and Sustaining Cabin Innovation

DGLR

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Creating and Sustaining Cabin Innovation

History of the Aircraft Cabin

In the early days of flying air travel was a privilege and an exclusive status symbol for the wealthy ones

Lufthansa Boeing B707, ca. 1965

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Boeing 707 (1970)

American Airlines B 707

- **110 – 189 Passengers**
- **ca. 32” Seat Pitch**
- **Range max. 8485 km**
- **Cruise Speed 540 kt**
- **State of the Art**

LuxuryJet early ‘Widebody Design’ – perception of spaciousness

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Airbus A300-B2K

Airbus A300-600

- **266 – 299 Passengers;**
- **ca. 32” Seat Pitch in E/C**
- **4150 Nm / 7700 km range**
- **Cruise speed 0.82 Ma**
- **State of the Art**

The A300 and A310 have introduced highest efficiency – first wide body twin engine aircraft.

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Airbus A340 – 500/600

Singapore Airlines A340 – 500

- **Non-Stop Service SIN, NYC & LAX**
- **64 Spacebeds in B/C**
- **117 Executive E/C seats**
  - **2-3-2 layout, 37“ pitch, 20” width**
- **IFE on demand for everyone**
- **Social area**

Efficient aircraft cabin tailor-made for specific customer comfort and operational needs

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As time goes by…






Focus on Comfort & Luxury → Focus on Efficiency → Focus on Comfort & Efficiency

1960 | 1970 | 1980 | 1990 | 2000 | year

Propeller Era

Jet Aircraft

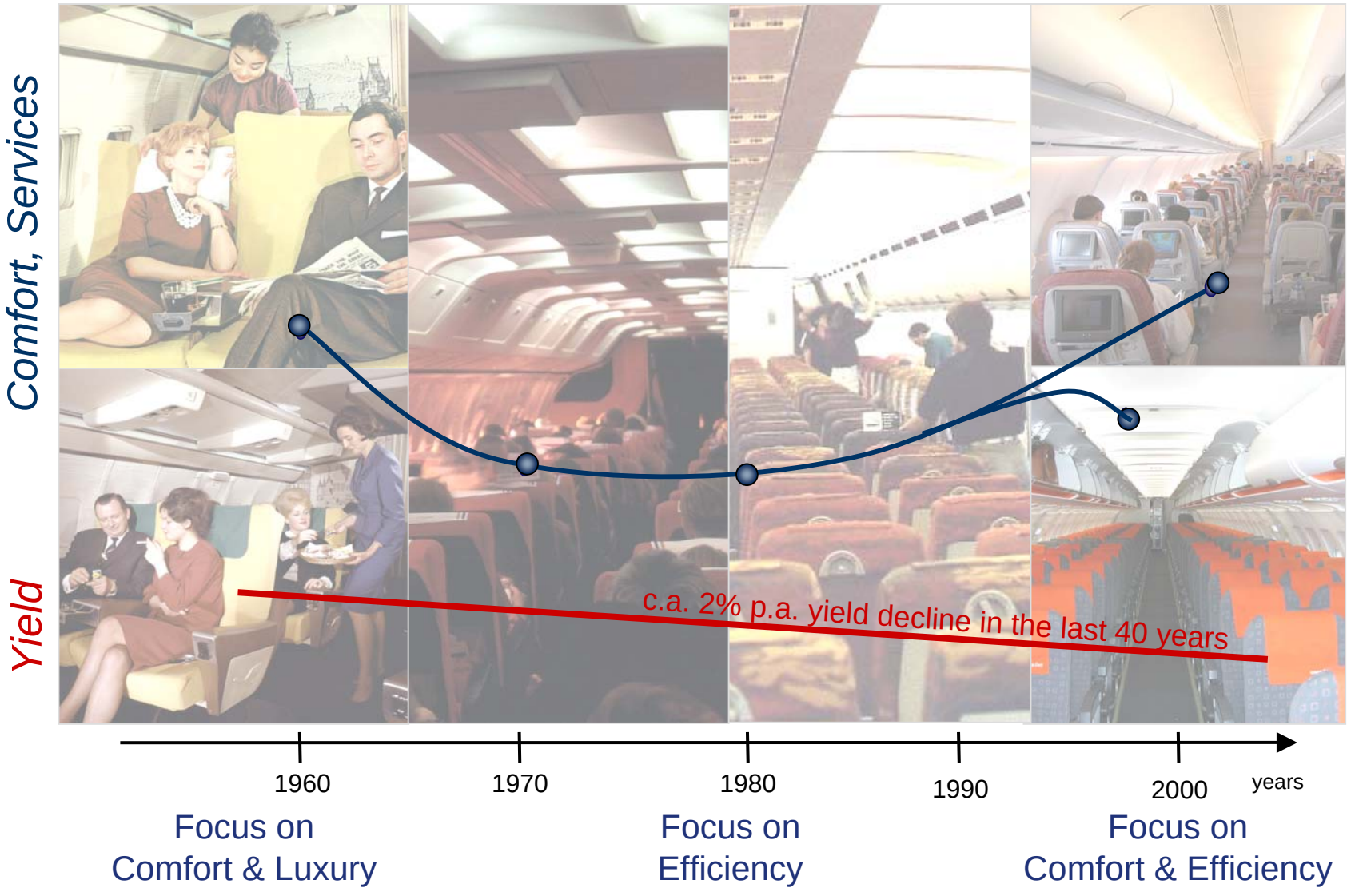
Widebody / Turbofan Aircraft

Market Liberalisation

?

Passenger Volume & Competition

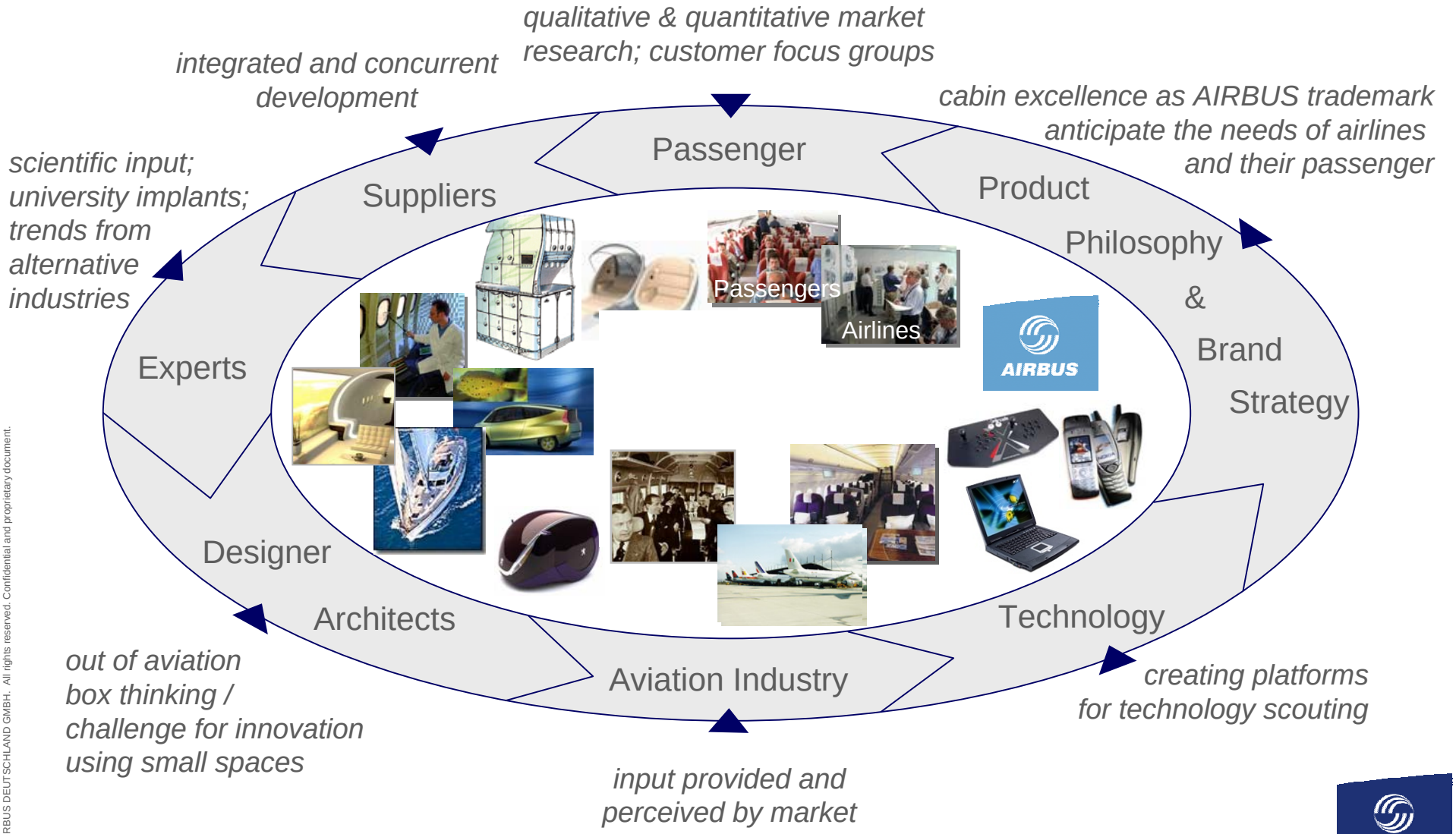
As yield goes down…



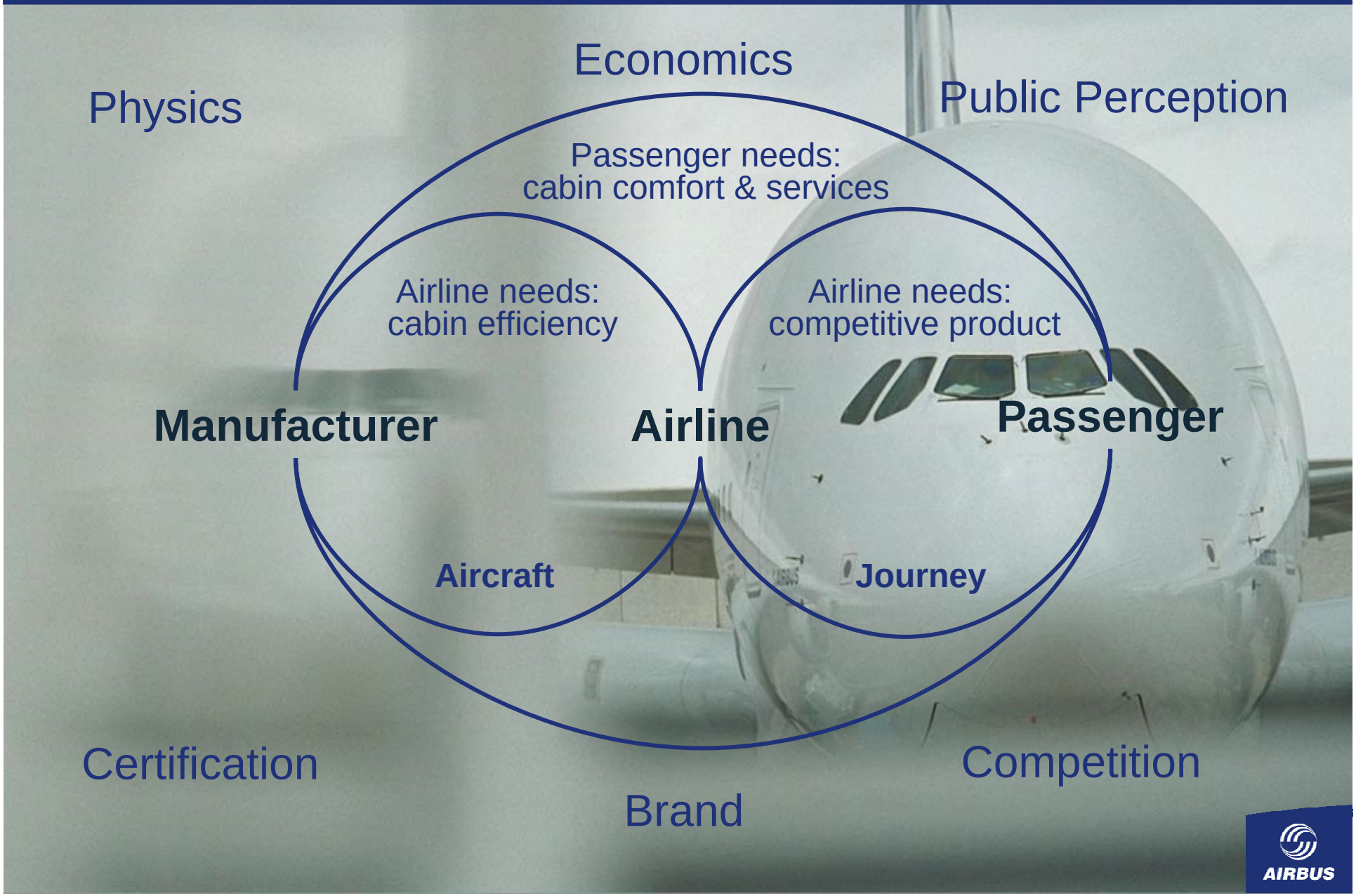
Creating and Sustaining Cabin Innovation

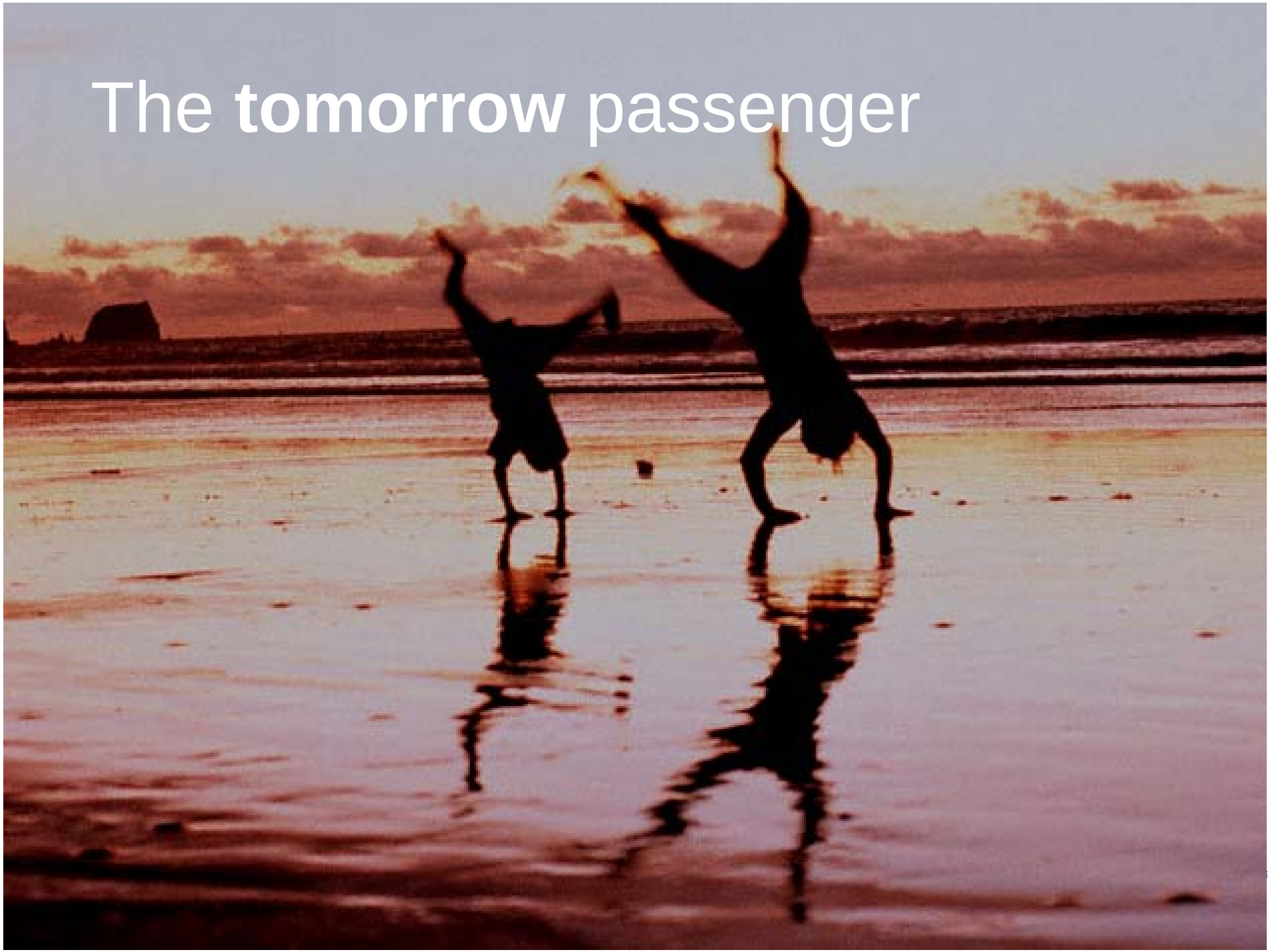
The Airbus Innovation Circle

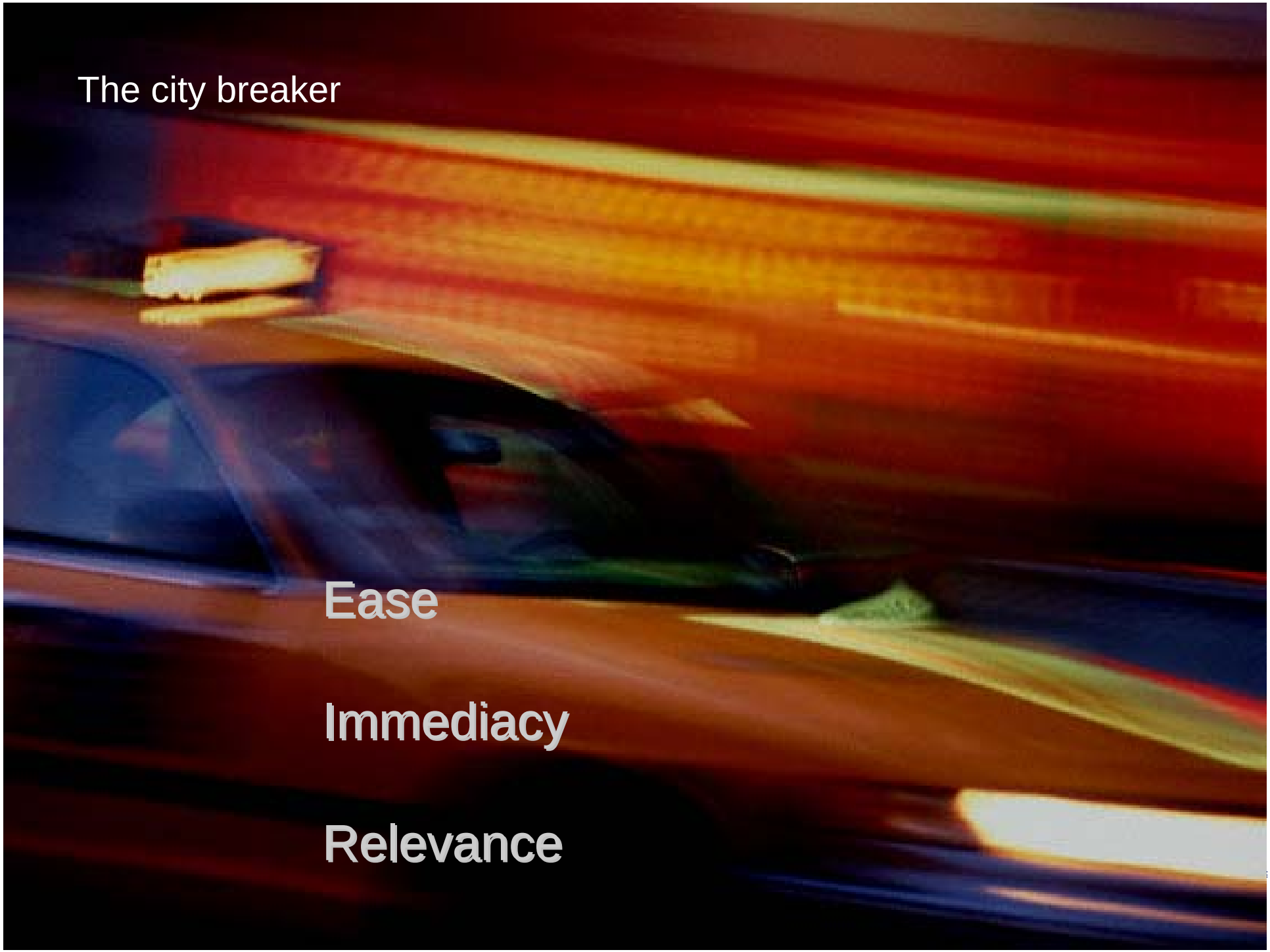
Airbus ‘input feeding’ methodology to meet efficiency and passenger demands



Understand the Customer and reflect their needs




The **tomorrow** passenger

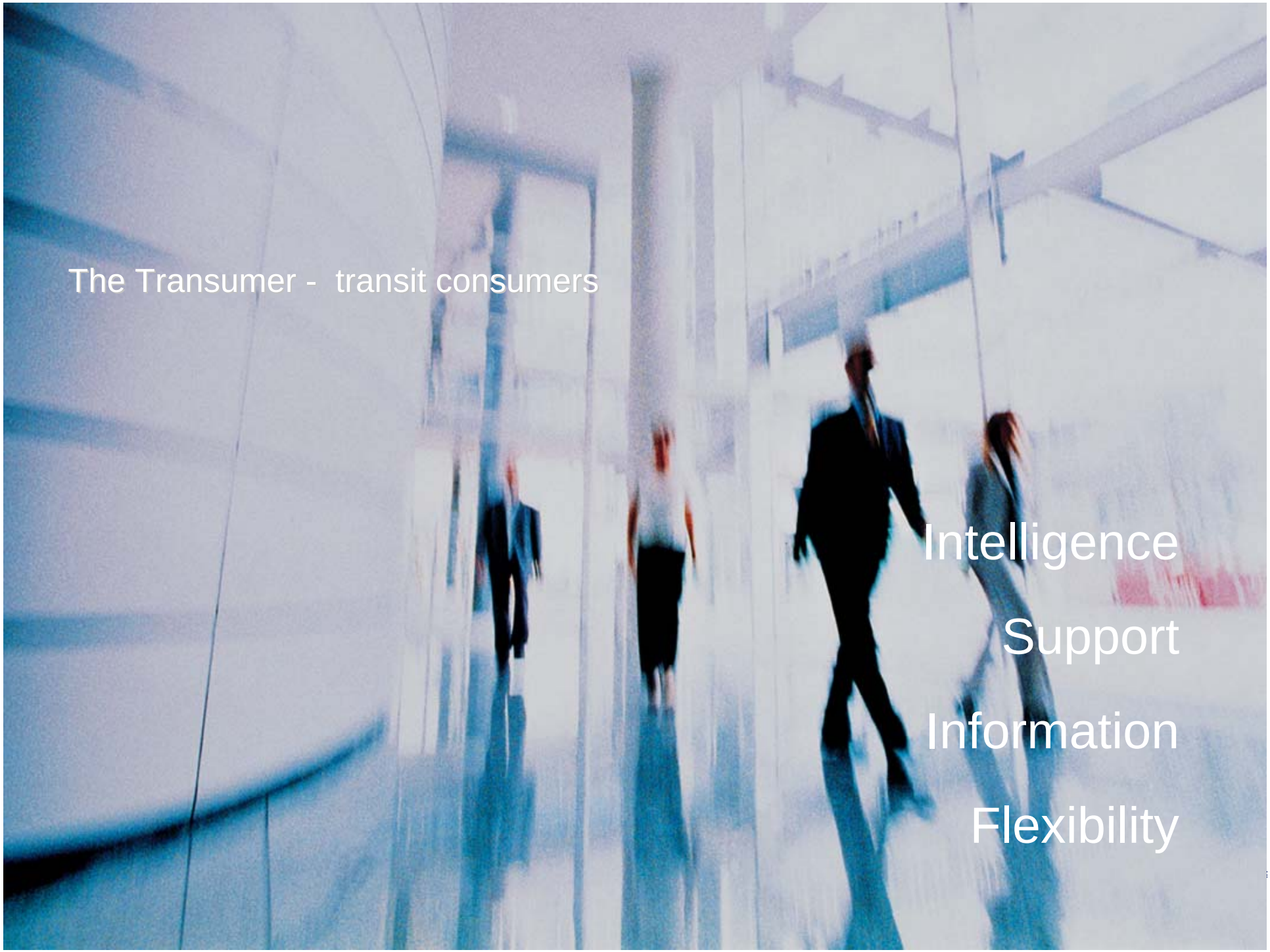

The city breaker
Ease
Immediacy
Relevance


The well-being weekender
Trust
Quality
Expertise


The extreme adventure seeker
Knowledge
Inspiration
Insight


The cocooned family
Ease
Reassurance
Professionalism


Knowledge
Inspiration
Ease
The culture connectors


The Transumer - transit consumers
Intelligence
Support
Information
Flexibility


Insight
Opinion
Experience
Creativity
The experience seekers


Ease
Creativity
Appropriateness
The business trippers

Developing the future cabin

The city breaker
Well-being weekender
Extreme adventure seeker
The cocooned family
The culture connectors
The transumer
Experience seeker
The business tripper

- Service
- Comfort

& Efficiency

AI = Airbus: *def. for*
- Best in customisation
- High efficiency
- High flexibility

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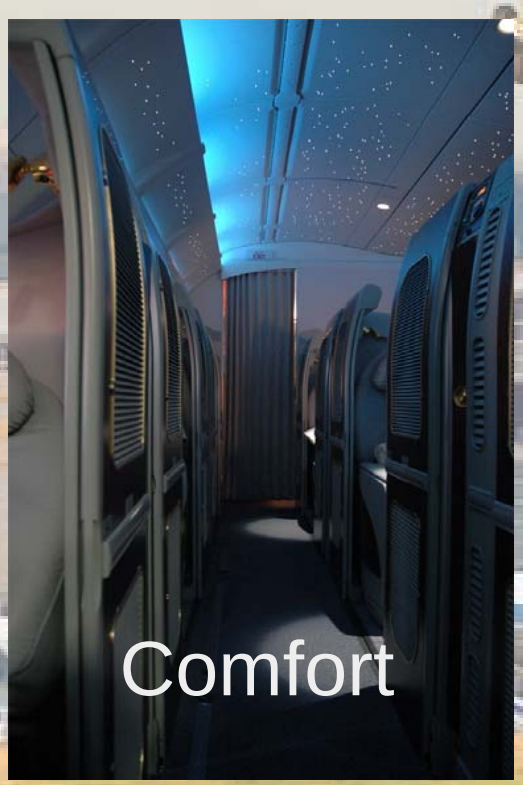
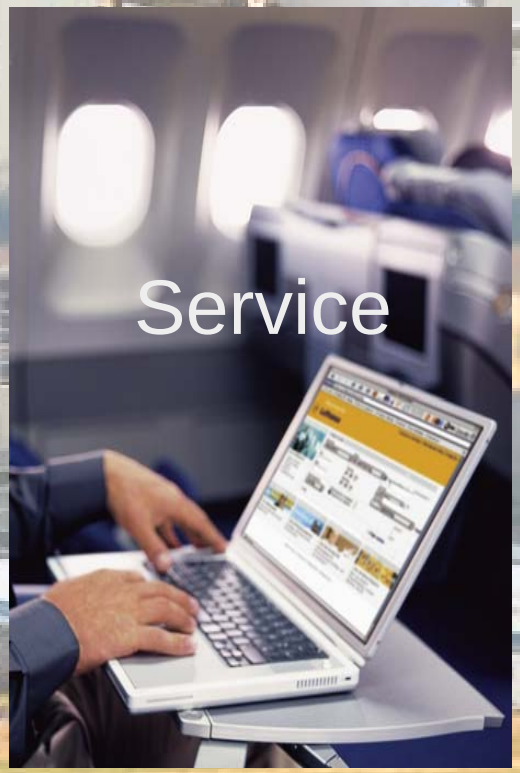
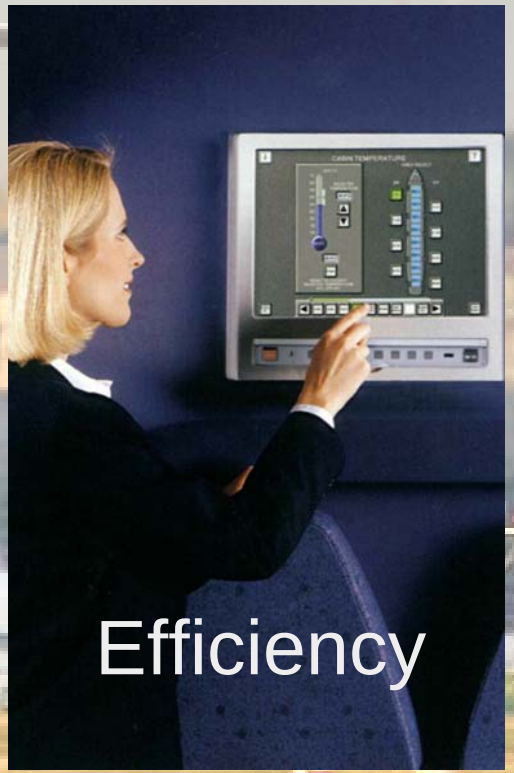
Airbus Cabin Principles

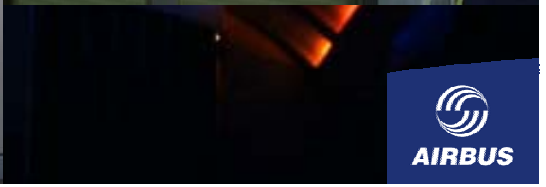






Cabin Comfort Experience

- Individual cabins
- Perception of space and design
- Enjoyment of passenger well-being
  - Cabin acoustic, illumination, ambience, social areas…
  - Relaxation with optimised seating and sleeping comfort
- Crew comfort



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Cabin Service

Aeromedicine Services

- Onboard medical corner
- Provision for telemedicine application

Maintenance Services

- Ready to match customer operation model
- Enhanced aircraft health monitoring
- Aircraft commonality

Communication Services

- Passenger information
- Email, Internet, Intranet
- Crew Communication Management
- Air - Ground - Communication

Entertainment Services

- AVOD
- Gaming
- Live TV
- Reliability

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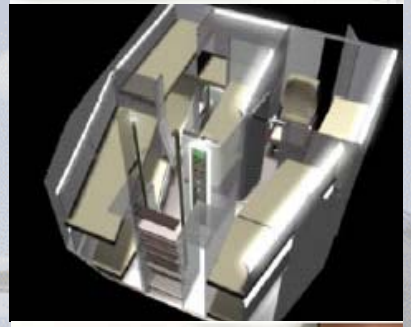
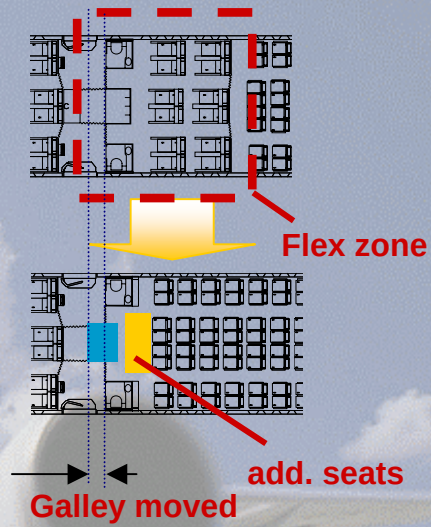
Cabin Efficiency



- Efficient crew working environment
- Optimised operational flexibility
- Easy reconfiguration
- Maximized revenue space

  (Internal Stretch, Flex Zones)
- Improved cabin operations

  (TAT, Maintenance)
- Well proven aircraft family concept



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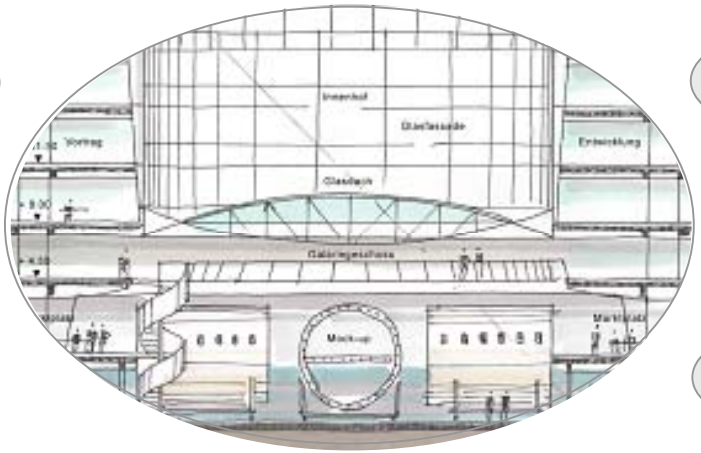
Cabin Innovation Center (CIC)

Most attractive marketplace for Airlines to do ‚one stop shopping'

...from virtual reality... ...to latest supplier innovation...

Universities

Research Institutes



Internal Experts

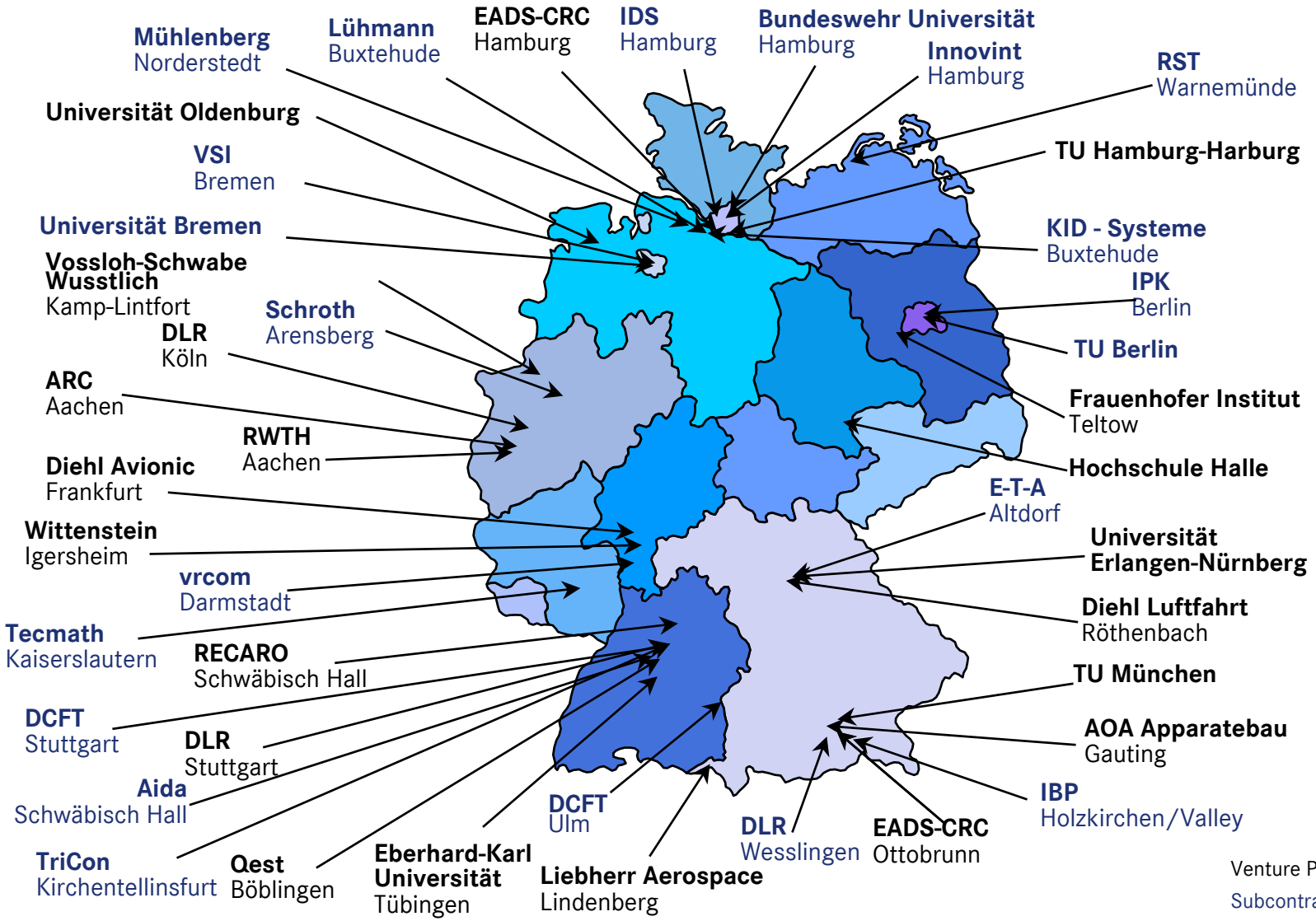
Passenger

Airline Customers

Supplier/ Partner

A unique Market Place is the origin for Cabin Innovation.

KATO Project – Partners & Subcontractors



Airbus' call: Join the CabiNet!

Support the Cabin & Cargo Technology Network clusters:

- Cabin Architecture & Design
- Supply, Safety & Cargo Systems
- Cabin Electronics & Communication
- Cabin Materials, Manufacturing & Assembling
- Others:
  - Cabin Electrical Power Management, Cabin&Cargo Maintenance & Health Management, Maturity & Testing, Security

CabiNet as "Think Tank" to …

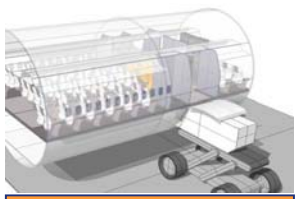
- **…** scout emerging technologies
- **…** discover & develop new radical concepts

Cluster Workshops for …

- **…** Innovation presentation & selection

Technology Cluster Cabin & Cargo

Cabin Architecture & Design

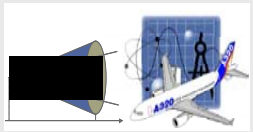


Cabin Supply, Safety & Cargo Systems

Cabin Electronics & Communication

Cabin Materials, Manufacturing & Assembling

Others:
Cabin Power, Maintenance & Health Management, Maturity & Testing, Tools



Technology Scouting & Basic Research

Validate

Develop

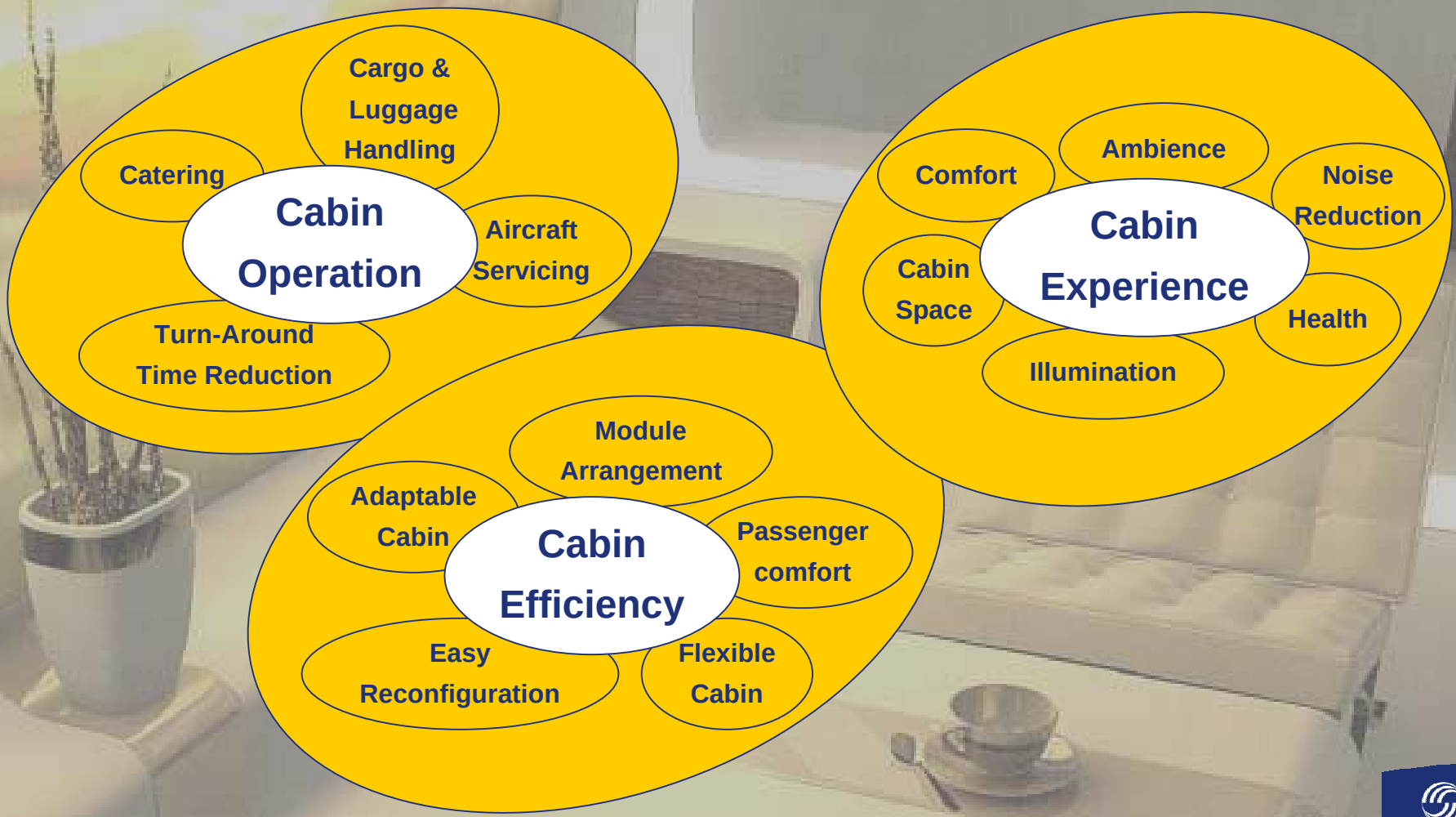
Understand

Discover

Technology Cluster Cabin & Cargo

Cabin Architecture & Design

→ STP Host Passenger and Payload



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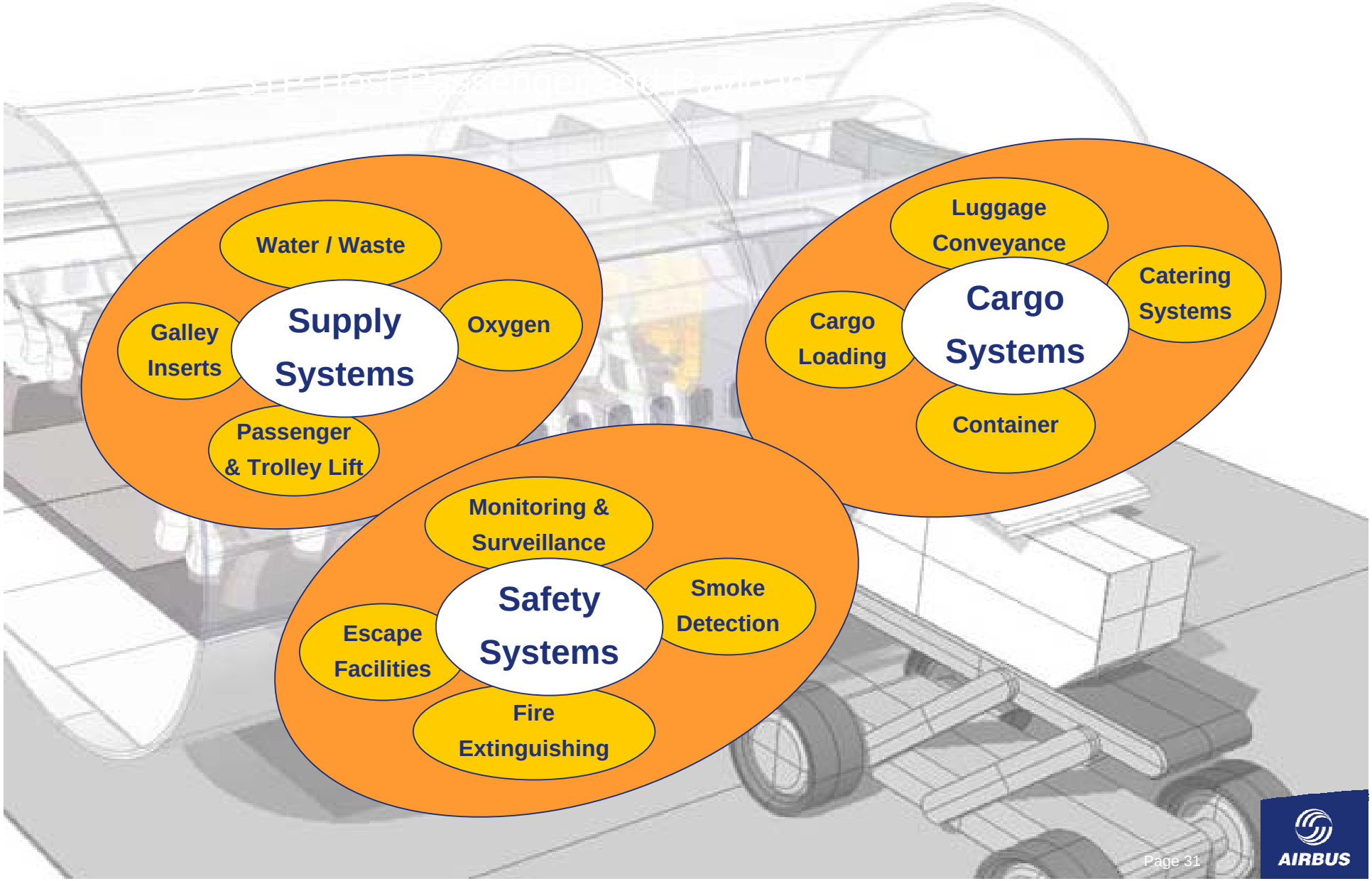
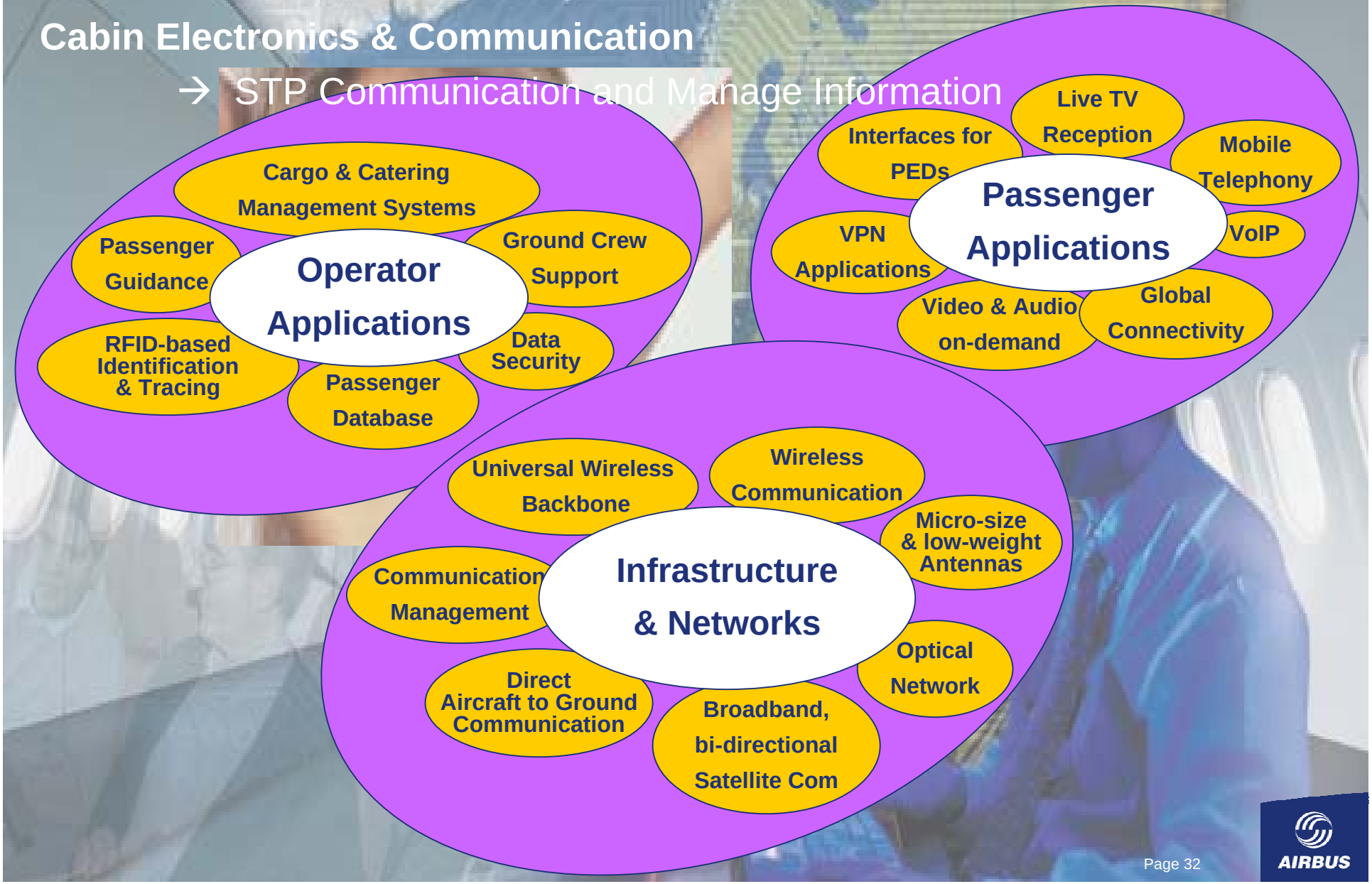
Technology Cluster Cabin & Cargo



Technology Cluster Cabin & Cargo

Cabin Electronics & Communication

→ STP Communication and Manage Information



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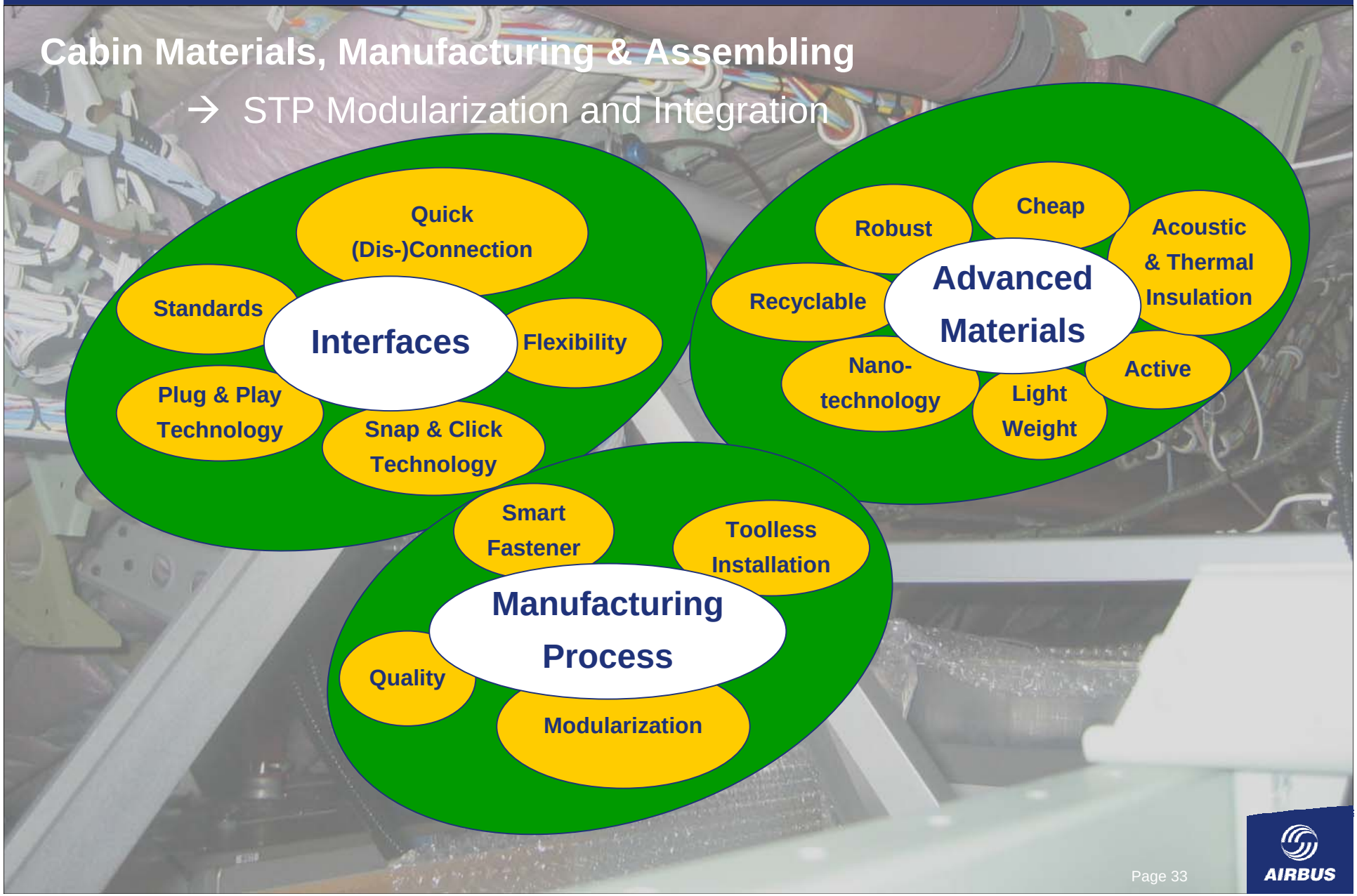
Technology Cluster Cabin & Cargo

Cabin Materials, Manufacturing & Assembling

→ STP Modularization and Integration



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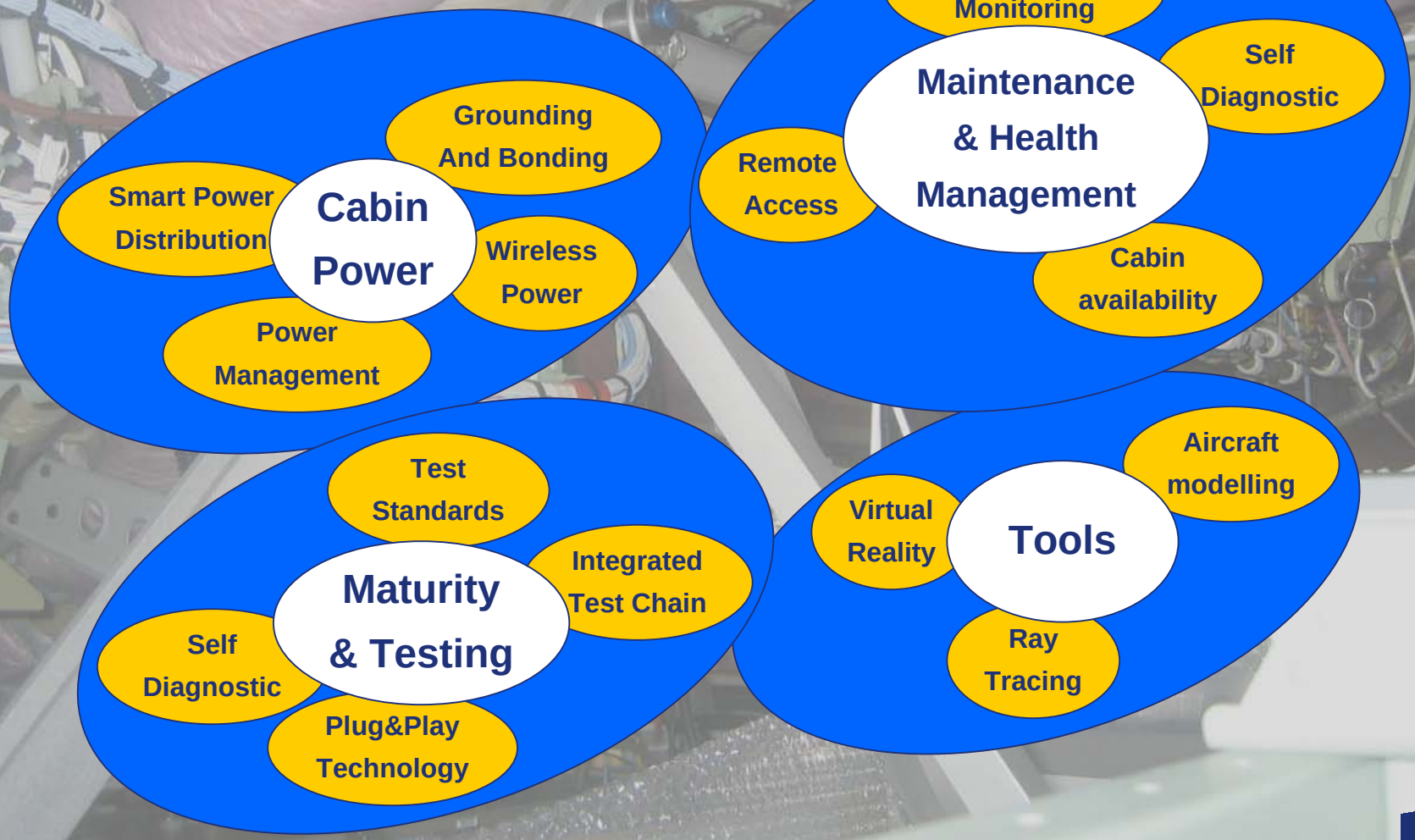
Technology Cluster Cabin & Cargo

Cabin general systems

→ Other STP



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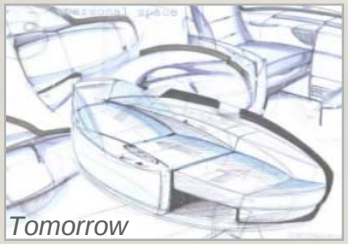
Conclusion

. . . AIRBUS - NON-STOP INNOVATION . . .



Tomorrow

Creating comfort, service and efficiency for future Airbus cabins by applying the Airbus Innovation Circle to sustain leadership in cabin innovation.

Yesterday

Creating luxury products for high comfort demands in a high yield and low competitive environment

Contact

For any questions please contact the Cabin Innovation Centre office:

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