



Shaping cabin future: 7 trends

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Passenger at Heart, Airline in Mind

Comfort



Services



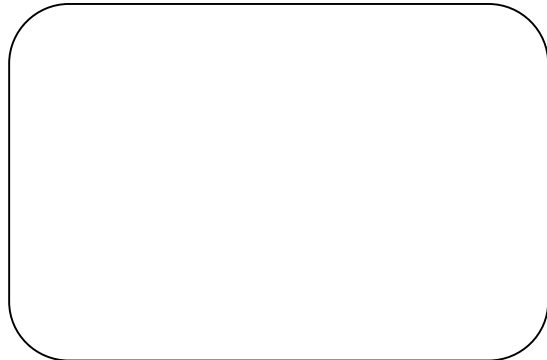
Efficiency



Be good to me!



New health awareness: from absence of disease to a balanced concept of well being that addresses body, mind and spirit.



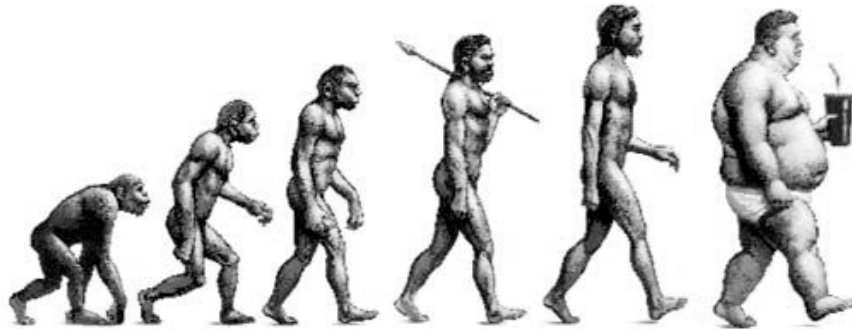
Increased focus on preventive health measures: self-medication, new technical devices and alternative medicine.



Cabins expected to **respect** or even **enhance passenger well being**, through air quality, subtle lighting, low cabin altitude and quietness.

*link with environment

Upsize me!



More than 50% of adults are defined as either being overweight or obese in 10 OECD countries.

According to the World Health Organisation (WHO) over 1.5 billion people will be overweight by 2015.

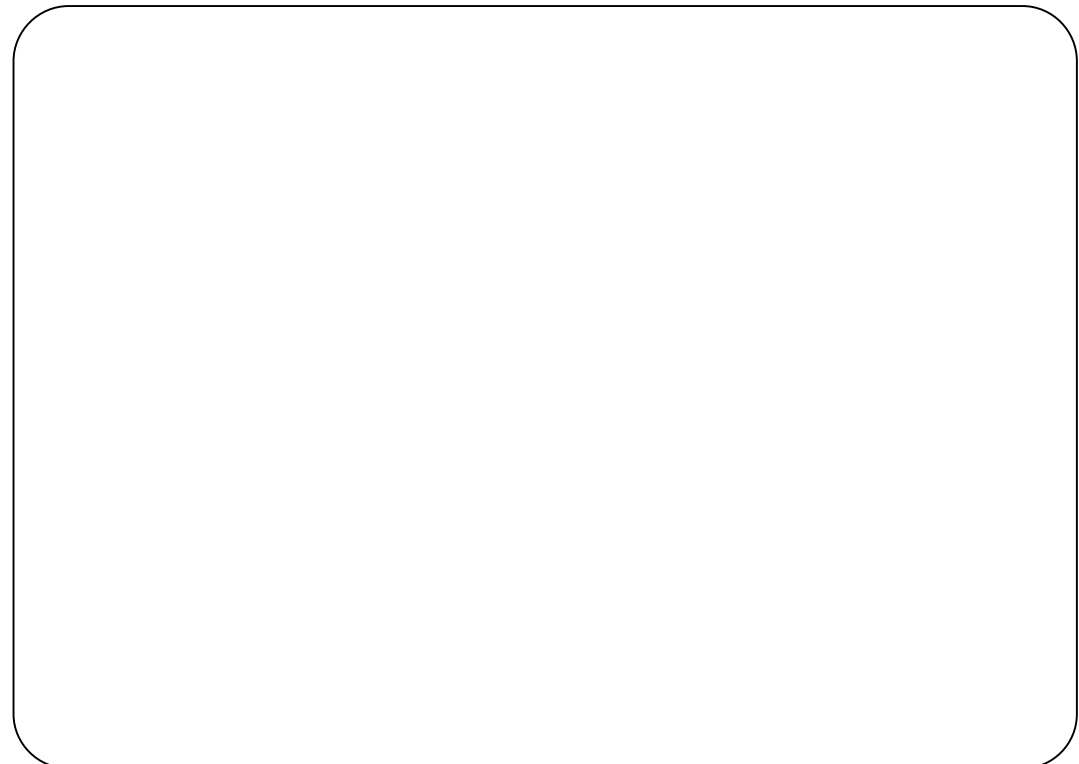
Airline will require cabins **allowing wider seats**, particularly in **Economy**

Design, design everywhere

Design becomes a constant in consumer and industrial products alike.

Shift from cabin focused only on functionality, towards unique branding that drives design.

Innovative design used to enhance passenger experience and boost differentiation.



New competition

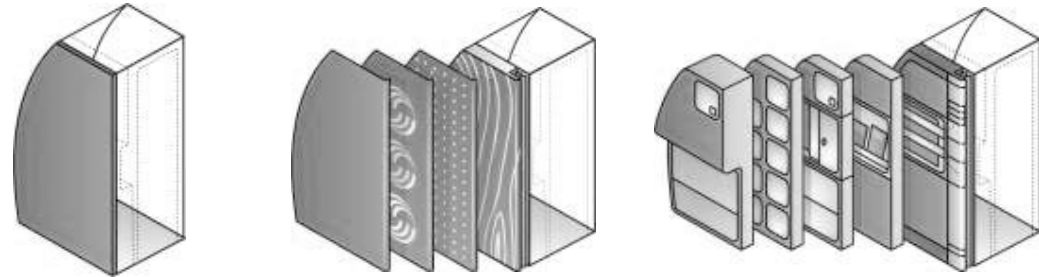


Hybrid Low Cost Carriers provide high comfort standards, along with acceptable fares.

Newly-created airlines bring **unprecedented comfort levels** to new markets.

More knowledgeable travellers don't compare airlines with other airlines, but with what they **experience in the rest of their life.**

Software and module-based customisation



Traditional, "one time only" customisation means high costs, long lead time, expensive retrofit.

Modular approach to cabin furnishing will allow *infinite combinations* of standard parts, for unique, yet affordable customisation.

Software-driven LED lighting will further enhance unique airline branding opportunities.

IFE: BFE? SFE? - PFE*

(*): Passenger Furnished Equipment

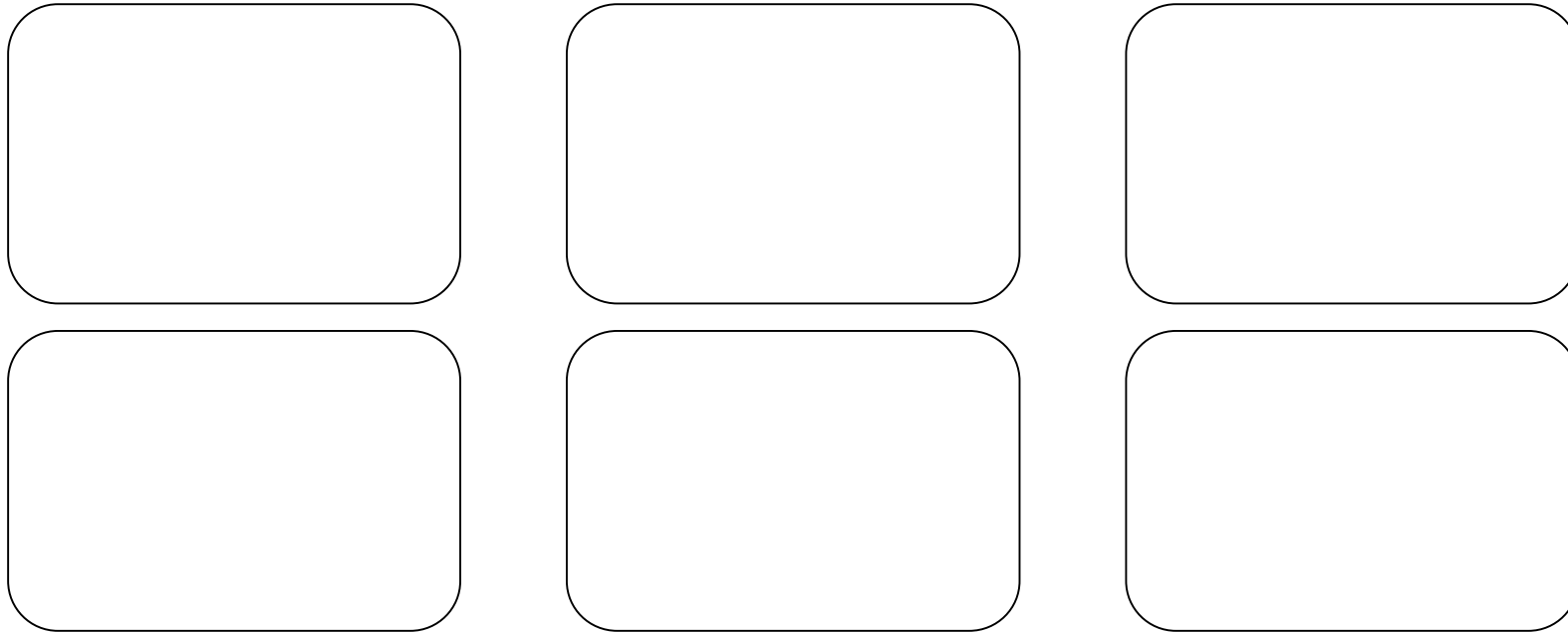
Convergence of TV, PC, phone, MP3 player, video player and cameras.

More passengers will bring their own entertainment on board. They will expect the same usage comfort as in the office or at home

Connectivity expectation (hardware, data, power) will replace entertainment expectation



Full-flat Seats: Wait for the killer app.



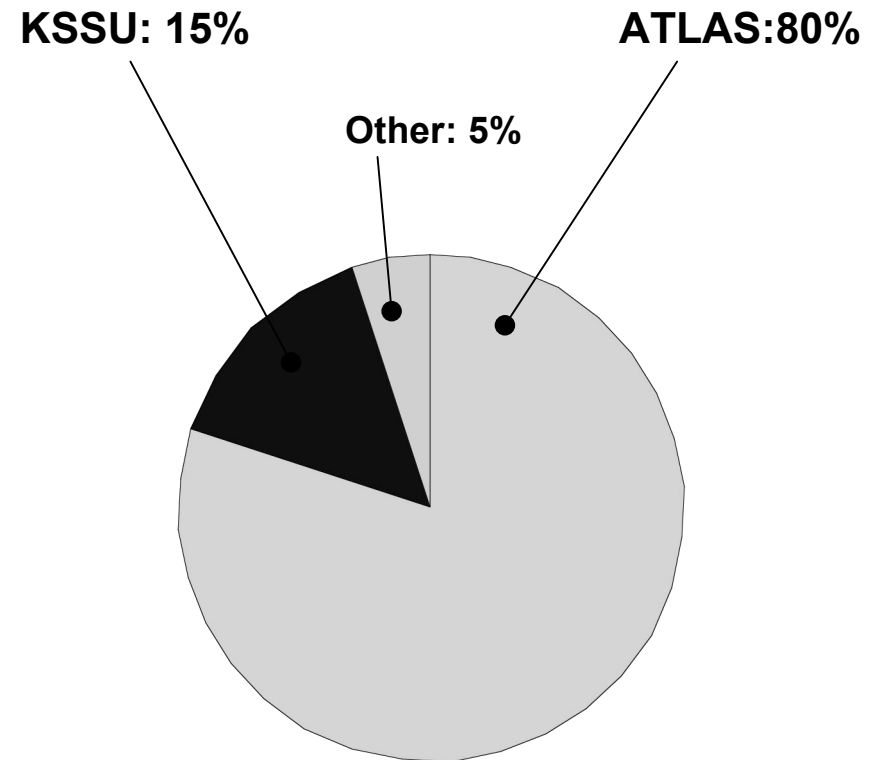
Considerable efforts being put in delivering full flat seating solutions that remain space efficient

Many novel configurations explored: Herringbone, staggered, ying yang, forward- and backward-facing...

Seats yet to converge on a solution delivering both **comfort and efficiency** on any cross section

... and finally, an area ripe for change

Over 40 years without significant change in galley concepts



*SP*ace *I*nnovative *C*atering *E*quipment

Typical widebody benefits

Seats

2 – 11 gained per aircraft



Galley Footprint Size

Weight

100 – 800 kg saved per aircraft



Galley Weight

SPICE: A potential new galley standard

Find out more on www.airbus.com/spice

Issues to address for a More Efficient Future

- Expectations driven by products built in millions applied to products built in tens, hundreds, thousands
- Differentiation throughout the end-user experience: hard and soft
- Driving innovation throughout the supply chain, from 'Small and Nimble' to 'Strong and Consistent'
- Multi-platform products: standardisation where differences are not felt by the customer
- Stronger value propositions for each cabin element in terms of weight and through-life cost: Top-down (Fleet, aircraft level) vs. Bottom-up

The drive for **Efficiency**: A **Constant** today and for the **foreseeable** future



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