

02 Closer relationships

Focusing on the overall cabin experience and the end-to-end journey, suppliers are thinking about how their products and services are interacting with other parts of the cabin interior to create a more seamless and interconnected travel experience.

Vision Systems

Acti-vision cabin windows concept uses LCD displays and touch surfaces to provide digital services that entertain and inform passengers. A challenge with this concept could be the unequal passenger offering, as only the window seat enjoys its benefits and its positioning is a little awkward from a user-perspective. Is this information not better delivered through the IFE? We see greater industry opportunity from replacing windows all together with digital screens, which would deliver cost-saving as well as providing a smart integrated service.

Phitek next gen IFE components

Phitek unveiled a digital audio jack using its patented Magnetic Jack Unit (MJU) technology. The new digital headphones enable a wide range of features such as 3-D Surround sound, gesture control and biometric wellness sensing.

LIFT encore & Boeing

Lift and Boeing partnered to present an innovative new EY seating. Screens float in a recessed cove, mirroring the sculpted sidewall window. The screens are back-lit and synchronized with the entire cabin lighting system to work in tandem with the airline's choice of lighting for boarding, dusk and meal-time sequences. We see benefits through the greater harmonisation of the seat and cabin, the extension of mood lighting into the seat space and further opportunities to extend an airline's brand touch points through lighting.

