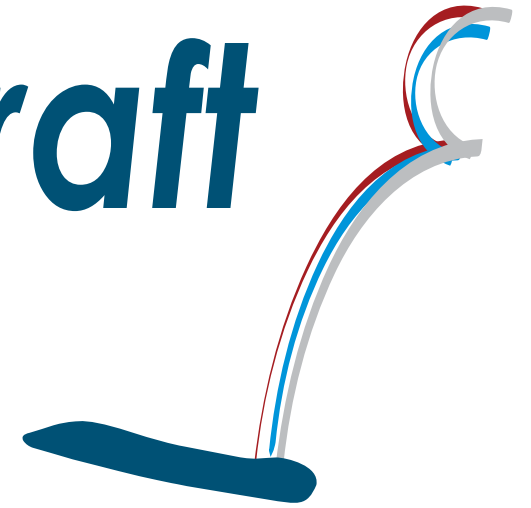


*International Conference*

# *Innovative Aircraft*

# *Seating USA*



*Maintain a competitive advantage and gain value through latest aircraft seating developments*

**27 – 28 June 2016 | Crowne Plaza Hotel – Seattle Downtown, USA**

## *Speakers*



**Chairman**  
René Dankwerth,  
VP R&D, **Recaro**,  
Germany



Anthony Harcup,  
Associate,  
**Acumen Design Associates Ltd.**, UK



Dianne McMullin,  
Associate Technical  
Fellow / Human  
Factors Engineering,  
**Boeing Company**, US



Benjamin Saada,  
CEO, **Expliseat**,  
France

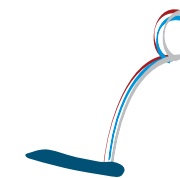


Jacques Debouchaud,  
Cabin Interior,  
Research & Innovation  
Manager, **Stelia Aerospace**, France



Blake Emery,  
Director, Differentiation  
Strategy, **Boeing Company**, USA

# Innovative Aircraft Seating USA



## Interactive networking sessions



### Who is Who

Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference. In cooperation with **FUJIFILM**



### Speed Networking

Maximize your time at this event by participating in these fast paced 1-to-1 meetings. Get to know the other attendees and exchange your business cards. Have your business cards ready!



### Panel Discussion

Steer this interactive panel discussion with your questions to our panel of experts and use the opportunity for further discussion.



### Evening Event

Enjoy a relaxing get-together with good food and drinks for rounding up the first day of the conference. Together with colleagues from the co-located event IFE & Connectivity USA, you will have the opportunity to get to meet even more professionals that share the same business passion for aircraft seating innovation!

### Interactive Workshops

Get an in depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Workshops are also an excellent chance to interact with other people in your area of interest.

## Hot topic areas

- **Customer experience:** Beyond basic passenger needs: Analysis of **passengers expectations**
- **Current design** and **future trends** in aircraft seats
- How much **comfort** does the **passenger want?**
- **Comfort opportunities** beyond aircraft seating design
- Incorporating **reliability** and **maintainability** best practices
- **Impacts** and **perspectives** of **lightweight aircraft seat** technology

## Sponsors



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Dedicated networking dinner on day one

4 Expert-led workshops

Free access to co-located IFE & Connectivity Conference

## Chairman



René Dankwerth,  
Executive Vice President Research &  
Development, **RECARO Aircraft  
Seating GmbH & Co. KG, Germany**



Anthony Harcup,  
Associate,  
**Acumen Design Associates Ltd., UK**

Joseph Eddy,  
Sr. Project Manager – Fleet Projects,  
**Delta Airlines, US**



Dr. Udo Schultheis,  
Director and Senior Expert,  
Human Factors and Ergonomics,  
**ZODIAC SEATS, US**



Roser Roca-Toha,  
Americas Aircraft Interiors Marketing  
Manager,  
**Airbus, US**



Emil Jacob,  
President,  
**Jacob Innovations LLC, US**



Dianne McMullin,  
Associate Technical Fellow /Human  
Factors Engineering,  
**Boeing Company, US**



Thomas Conrady,  
Executive Vice President Sales & Mar-  
keting, Molon Labe,  
**LLC, US**



Gareth Burks,  
Managing Director,  
**Rebel.Aero Ltd, UK**



Benjamin Saada,  
CEO,  
**Expliseat, France**



Foek Le,  
Industrial Design & Human Factors  
Engineer,  
**ZODIAC SEATS, US**



Jacques Debouchaud,  
Cabin Interior, Research & Innovation  
Manager,  
**Stelia Aerospace, France**



Elijah Dobrusin,  
VP of Development & Strategy,  
**LIFT BY ENCORE, US**



Blake Emery,  
Director, Differentiation Strategy,  
**Boeing Company, US**



Stephen Philips,  
Technical Lead Engineer Reliability and  
Maintainability,  
**Boeing Company, US**

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This event provides a unique platform which encourages open conversation between practitioner and solution-provider. We take the time to get to know our customers so that we can help you navigate through the audience to find the best matches in terms of need and buying power. A `must-attend` event for businesses which have a service or solution that would benefit to the audience.

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08:30 Registration and welcome coffee



## Who is Who

Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference. In cooperation with **FUJIFILM**

09:00 **Chairman's opening**



René Dankwerth,  
Executive Vice President Research & Development,  
**RECARO Aircraft Seating GmbH & Co. KG**, Germany

## Customer expectations and experience

09:15 **Beyond basic passenger needs: Analysis of passengers' preference**

- Identifying the key components of a great customer preference
- Does comfort really create preference?
- Where next? What will drive comfort and preference in the future?



Dianne McMullin, Associate Technical Fellow / Human Factors Engineering,  
**Boeing Company**, US

09:55 **IFE & Connectivity trends**

- A320 Family. Single Aisle trends
- A330, A350, A380. Long Range trends



Roser Roca-Toha, Americas Aircraft Interiors Marketing Manager,  
**Airbus**, US

10:40 **Speed Networking**



Get in touch with the other conference guests in quick paced 1-1 meetings – make sure you bring a stack of business cards.

11:20 Refreshment break and networking

11:50 **Seat psychology: The next frontier?**

- What does seat psychology mean?
- Why is it important?
- Our emotional response to seats
- The role of Industrial Design



R. Blake Emery, Director, Differentiation Strategy,  
**Boeing Commercial Airplanes**, US

12:30 **Current design and future trends in aircraft seats**

- Designing Seats for great Passenger Experience
- The magic triangle of weight, comfort and cost
- Future Trends and relevance for cabin interior



René Dankwerth, Executive Vice President Research & Development,  
**RECARO Aircraft Seating GmbH & Co. KG**, Germany

01:10 Networking luncheon

02:40 **Economy – where is the revolution?**

- This session explores the slow path to revolution and focusses on the lessons learned developing products in this sector from the world's leading agency in the creation of blue-sky aircraft seat design
- Economy class remains the single biggest opportunity and untapped potential in aircraft interiors industry - It is the holy grail
- Why has innovation remained incremental in this sector compared with other flight classes?
- Why is there such a large disparity between the blue-sky economy seating concepts in the media and public domain vs the seats that are actually flying?
- The aircraft interiors industry is presently in an exciting and fertile phase, ripe for next gen products- who will get there first?



Anthony Harcup, Associate, **Acumen Design Associates Ltd.**, UK

## Innovation: Thinking out of the box and with the future in mind

03:20 **Innovative Seat Design Enhancing Customer Experience in Economy Class**

- Designing Seats for Passenger Experience
- Perception of Space
- Improving Airline Operations
- Seat Width vs. Pitch
- Solving the Elbow Wars
- Design for Different Passenger Types



Thomas Conrady, Executive Vice President Sales & Marketing, Molon Labe, **LLC**, US

04:00 **Seating innovations via usage of vertical space**

- Economy Class: improved reclining and leg room without a loss in density
- Sleeper Class: New class with affordable sleeping accommodations
- Improving density in Business Class
- Variations of designs capturing vertical space through steps



Emil Jacob, President, **Jacob Innovations LLC**, US

04:40 Refreshment break and networking

05:10 **REBEL with a cause! – Breaking into the industry with new ideas**

- The road to success for a new start-up company
- Turning a concept into reality
- Understanding why seat improvements do not happen easily
- Advancing economy class seat design
- Is a lack of experience really an advantage?



Gareth Burks, Managing Director, **Rebel.Aero Ltd**, UK

05:50 Closing remarks of conference chairman and end of conference day 1

06:10 **Evening Workshop B – How much comfort does the passenger want?**

– How much comfort does the passenger actually want? Can a unique or luxurious cabin interior gain an airline competitive advantage? Does the airline economy class customer make decisions based on the quality of their seat? Should the airline go in the direction of harmonized and standardized or customized interiors? Join us for this interactive workshop session to discuss and work on challenges with regard to comfort issues.

07:45 **Evening Event**



Enjoy a relaxing get-together with good food and drinks for rounding up the first day of the conference. Together with colleagues from the co-located event IFE & Connectivity USA, you will have the opportunity to get to meet even more professionals that share the same business passion for aircraft seating innovation!

08:00 Registration and morning coffee for workshop participants

08:30 - 10:30

## Morning Workshop D - Innovative lightweight seat design concepts

The conflict of reducing weight on the one hand and the factors comfort, convenience, safety, and costs on the other are a major challenge. Lightweight is the wave of the future trend in seat construction. Whenever possible, heavy metals are being replaced with innovative materials. This is enabled by cutting-edge technologies in materials development and production. Seat developers are also facing the challenge of lightweight material. In this workshop we will discuss and find out the major challenges and how to solve them.

10:30 Refreshment break and networking

### 10:55 Chairman's opening



René Dankwerth,  
Executive Vice President Research & Development,  
**RECARO Aircraft Seating GmbH & Co. KG**, Germany

## Comfort and design

### 11:00 Passenger emotions and the impact on the perception of comfort

- The natural sciences cannot fully get a grasp on the term "comfort"
- "Comfort" is created by impressions on the human senses
- "Aesthetical" does not mean "Logical"
- Can we "steer" the passengers' emotions in the aircraft cabin?



Dr. Udo Schultheis,  
Director and Senior Expert, Human Factors and Ergonomics,  
**ZODIAC SEATS**, US

### 11:40 User centered design approach in aircraft seating design

- Comfort in aircraft seating as a way to differentiate and attract prospective fliers
- A guided design approach to enable user focused innovation within the limitations of aircraft seat design
- Example of design approach in practice
- Comfort opportunities beyond aircraft seating design



Foek Le,  
Industrial Design & Human Factors Engineer,  
**ZODIAC SEATS**, US

12:20 Networking luncheon

## Lightweight seat design and product development

### 01:50 Titanium Seat: Impacts and perspectives of the world's lightest aircraft seat technology

- Retrospection of 5 years of composite seats development
- Fuel price drop: Is composite technology still profitable for airlines ?
- Composite Technology & Design Versatility: Can we use this technology for every kind of seat?



Benjamin Saada,  
CEO,  
**Explicat SAS**, France

### 02:30 Qualification / Test challenges in seat design

- Composites
- Different installation methods
- Extra requirements
- Simulation, how far?
- Grey pass/fail criteria
- New approach of testing from cert to eng collecting data



Jacques Debouchaud,  
Cabin Interior, Research & Innovation Manager,  
**Stelia Aerospace**, France

### 03:10 Designing Great Seats: The stakeholders tug of war

- Designing for the stakeholders'
- Design challenges in product development
- Bringing teams together to make better product



Elijah Dobrusin,  
VP of Development & Strategy,  
**LIFT BY ENCORE**, US

03:50 Refreshment break and networking

## Maintainability and reliability

### 04:20 Passenger Seating: Designing maintainability and reliability upfront

- Why is seat design so hard?
- What's the difference between Maintainability and Reliability?
- Design for the customer's and the operator
- Everything breaks!
- It's going to break, so make it easy to fix

Joseph Eddy,  
Sr. Project Manager – Fleet Projects,  
**Delta Airlines**, US

## IFE integration and maintenance

### 05:00 Incorporating reliability and maintainability best practices in aircraft seat design

- Why should reliability and maintainability be incorporated into aircraft seat design?
- Putting ourselves in our customers seats - In-service aircraft seat maintenance and reliability issues
- Implementing reliability best practices into aircraft seats
- Implementing maintainability best practices into aircraft seats
- Incorporate continuous improvement into seat designs



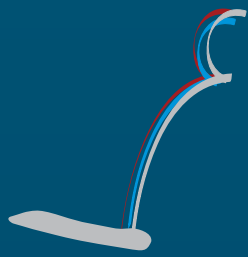
Stephen Philips,  
Technical Lead Engineer Reliability and Maintainability,  
**Boeing Company**, US

### 05:40 Optimal integration of brand-new IFE systems into a seat

- Smart approaches for overcoming challenges of design, integration, certification
- Taking into consideration a complete seat overhaul for a new IFE system
- How to retrofit a new IFE system

Tim Manson,  
Design Director,  
**JPA Design Ltd.**, United Kingdom

06:20 Closing remarks by conference chairman and end of conference



**“You can succeed on your own terms but you can’t succeed alone”**

Join our **interactive workshops** and benefit from **in-depth sessions**, hosted by selected **industry experts**. In our unique workshops, industry experts will **share their expertise** with a **limited group of peers**. Our workshop leaders provide in-depth knowledge and will actively foster open **exchange** and **discussion** to help you face **challenges**, discover **solutions**, and **make decisions** crucial to **business excellence**.

**Monday, 27 June 2016 | 06:10 - 07:40 PM**

## Innovative Aircraft Seating USA



### Evening Workshop B: How much comfort does the passenger want?

Can a unique or **luxurious cabin interior** gain an airline **competitive advantage**? Does the airline **economy class customer** make decisions based on the **quality of his seat**? Should the airline go in the direction of **harmonized** and **standardized** or **customized interiors**?

Join us for this **interactive workshop** session to discuss and work on challenges with regard to **comfort issues**.

Ian Dryburgh, CEO, **Acumen Design Associates Ltd.**, UK  
Anthony Harcup, Associate, **Acumen Design Associates Ltd.**, UK

**Tuesday, 28 June 2016 | 08:30 - 10:30 AM**

## Innovative Aircraft Seating USA



### Morning Workshop D: Innovative lightweight seat design concepts

The **conflict of reducing weight** on the one hand and the factors **comfort, convenience, safety, and costs** on the other are a major challenge.

Lightweight is the wave of the future trend in seat construction. Whenever possible, heavy metals are being **replaced with innovative materials**. This is enabled by cutting-edge technologies in materials development and production. Seat developers are also facing the challenge of **lightweight design**.

In this workshop we will discuss the **major challenges** and **how to solve them**.

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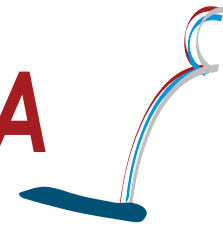
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# Innovative Aircraft Seating USA



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<input type="checkbox"/> <b>Bronze Package</b> 2 day conference	<b>Save \$ 200</b> \$ 2.295	\$ 2.495
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## Interactive Workshops

Please indicate your choice of workshop on

### Monday, 27 June 2016

**Workshop B:** How much comfort does the passenger want?

### Tuesday, 28 June 2016

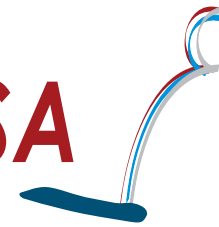
**Workshop D:** Innovative lightweight seat design concepts

## The delegate fee includes the following services:

- Access to the purchased conference packages
- Catering during the entire conference
- Conference documentation



# Innovative Aircraft Seating USA



## 4 Ways to Register

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 Email: [silva.certan-mallmann@iqpc.de](mailto:silva.certan-mallmann@iqpc.de)

### For further information

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## Venue and Accommodation

**Crowne Plaza Hotel – Seattle Downtown**  
 1113 6th Avenue  
 Seattle, WA 98101  
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**Accommodation:** A limited number of reduced rate rooms are available at the conference hotel. Accommodation can be booked by calling the central reservation number. Please always quote the booking reference **IQPC-Berlin**. Hotel accommodation and travel costs are not included in the registration fee.

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