



## Little surprises with a big effect

**The shortlist for the Crystal Cabin Award 2013 is in place – with plenty of products and concepts that make travelling more pleasant for the passenger**

**Hamburg, 28 January, 2013: Customer friendliness is a characteristic of a remarkable number of the products entered for this year's Crystal Cabin Award. And "customer" here refers not just to the airline, but also – indeed, first and foremost – to the passenger. The 5 members of the preselection committee have just finished assessing all the entries received by the Crystal Cabin Award Association in Hamburg to see if they fulfil the conditions of entry. They were surprised by a number of interesting details which will benefit future passengers. A total of 47 submissions from eleven countries are now in the race. The international expert jury is now evaluating the accepted submissions, so that the finalists for the seven categories can be nominated shortly before the Aircraft Interiors Expo (9 to 11 April, 2013). The winners will be crowned, as they are every year, as part of the aircraft cabin industry trade fair in Hamburg.**

Sound familiar? A meal is being served and you have to quickly find somewhere to put your notebook, your book, your notepad. Products such as Table Dance and Tray Table Cabinet are here to help. These tables have storage room in the form of hatches and compartments. And at last we will be able to charge our own electronic devices – smartphones, tablets and ebook readers – via USB cable during the flight. In fact, we can even use our own devices for the in-flight entertainment program. And to save our arms from getting weary, there are both armrests and mounting brackets for tablets. A special in-flight entertainment program not only shows the area you are currently flying over, but also provides useful information about the history and culture of this small patch of earth. Larger storage lockers – big enough to stand a small case in – will be good news for anyone who likes to travel with a lot of hand luggage. Various lighting scenarios also ensure a more pleasant journey.

“These are just a few of the ideas that have been submitted for the Crystal Cabin Award and made an impression on the preselection committee,” reports Walter Birkhan, President of the Crystal Cabin Award Association. “Sometimes these solutions that increase in-flight comfort are very obvious, but nobody has ever thought of putting them into practice until now. There are also many technical innovations which make economy class travel substantially more pleasant, ranging from noise reduction to lighting and air conditioning.”



For some entrants, there was already an internal competition within the company before the submission was sent to this major international aircraft cabin competition. This is because the new rules stipulate that each company may only enter one product per category. "This restriction has meant that we were not able to accept so many entries this year, but the comparison within the specific categories is now much fairer," remarks Carmen Krause, Project Manager for the Crystal Cabin Award.

The Judging Panel, consisting of 24 experts from the international aviation industry, will now examine and evaluate the 47 accepted entries in detail. In March, a few weeks before the Aircraft Interiors Expo in Hamburg, three finalists each will be nominated for the following seven categories: "Greener Cabin, Health, Safety & Environment", "Industrial Design & Visionary Concepts", "Materials and Components", "Passenger Comfort Hardware", "Passenger Comfort Systems", "Premium Class & VIP" and the category for students: "University". The winner of the University category receives not only the coveted trophy but also 3,000 euros in prize money.

The official announcement of the winners and the presentation of the seven trophies takes place at a formal dinner as part of the Aircraft Interiors Expo in Hamburg (9 – 11 April 2013).

So far, the following sponsors have committed to the Crystal Cabin Award 2013: Airbus, Aircraft Cabin Management, the Aircraft Interiors Expo trade fair (Reed Exhibitions), Aircraft Interiors International Magazine, APEX, Bishop, DIEHL Aerosystems Holding, FERCHAU AVIATION Division, Jetliner Cabins, SILVER ATENA and SGS Germany.

#### **About the Crystal Cabin Award**

The Crystal Cabin Award is the only international prize for innovations in the field of aircraft cabins. A high-calibre jury made up of renowned academics, engineers, specialist journalists and airline and aircraft manufacturer representatives comes together under the slogan "Let your ideas take off" to honour unusual cabin concepts and products. The competition was launched by Hamburg Aviation and is organised by the Crystal Cabin Award Association. The award, to date the only one of its kind, has been presented during the Aircraft Interiors Expo in Hamburg every year since 2007. The trophies have become a seal of quality, known and coveted around the world.

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