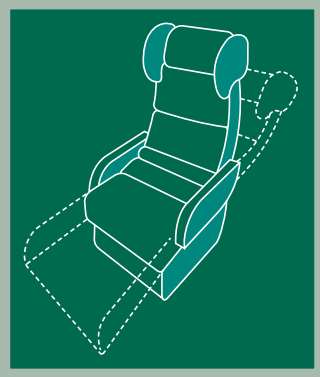


Listen to the airline perspective on seat and cabin configuration selection!



International IIR Forum

# AIRCRAFT SEATING

**Forum: 15 to 16 October 2008**

**Venue: Sofitel Hamburg Alter Wall, Hamburg/Germany**

## Main Topics:

- Impacts of high fuel prices and environmental awareness on airline seat purchase practices
- Enhancing passenger seat comfort through new cushions, foams and structural concepts
- New fabrics matching flammability standards
- Ergonomics and improvement of comfort solutions
- Modern seating actuation in aircraft
- Innovative solutions for child safety restraint systems in aircraft
- Safety features enabling new interiors and high safety standards

## With the participation of

- Delta Air Lines, Inc.
- Boeing Commercial Airplanes
- Deutsche Lufthansa AG
- JPA Design
- Franklin Products, Inc.
- FAA Federal Aviation Administration
- Andrew Muirhead & Son Ltd.
- Metzeler Schaum GmbH
- Bühler Motor GmbH
- SH&E, Inc., an ICF International Company
- Trevira GmbH
- AmSafe, Inc.
- RECARO Aircraft Seating GmbH & Co. KG
- Lufthansa Technik AG
- SWISS International Air Lines Ltd.

## Chairman:

**Gary Weissel**, Vice President, Technical Services & Aircraft Management, SH&E, Inc., an ICF International Company, New York/USA

Developed and organised by:



Media partners:



Phone: +49 (0) 69/244 327-3971 • Fax: +49 (0) 69/244 327-4040

[www.aircraft-conferences.com/seating](http://www.aircraft-conferences.com/seating)

Hear about current IFE strategies and integration trends in the seat!

## During this forum you will...

---

- Meet peers from the airlines, OEM and seat suppliers, but also designers and seat specialists from the Tier 1 and 2 in the fields cushion and foam, safety, electronics and more!
- Find out which technical evolutions (role of IFE, seat control mechanisms, seat functionalities, technical foams...) will influence the success of new seating concepts!
- Get an extensive overview on new developments and applications for the seats regarding comfort issues, safety requirements on to the seat, but also about the integration of IFE solutions!
- Understand the impact of cabin interior concepts on seating solutions!

## Attendees from our past IIR aircraft forums

---

AIDA Development • Airborne Composites B.V. • Aircelle - Groupe Safran • Airbus Deutschland GmbH • Airbus España • Airbus France • Alenia Aeronautica • B/E Aerospace • Bombardier Aerospace Ltd. • British Airways FAG • Composite Industrie SA • EADS Deutschland GmbH • EADS Elbe-Flugzeugwerke GmbH • Embraer • Ethiad Airways • Eurocopter Deutschland GmbH • Eurofighter GmbH • Cytec Engineered Materials Ltd. • DaimlerChrysler AG • Design Q • DLR • Panasonic Avionics Corporation • Diehl Aerospace GmbH • FATRONIK Spain • Gaugler & Lutz oHG • GMT Gummi-Metall-Technik GmbH • Goodrich Corporation • Gurit (Kassel) GmbH • Honeywell Aerospace GmbH • Honour Aviation • Huntsman Advanced Technologies • IMA Materialforschung und Anwendungstechnik GmbH • Ingersoll Machine Tools • Icotec AG • KVE Composites Group • KID-Systeme GmbH • Liebherr-Aerospace Lindenberg GmbH • Lufthansa Technik AG • Mankiewicz Gebr. & Co • MTU Aero Engines GmbH • MTU Maintenance Hannover GmbH • PFW - Aerospace AG • Continental Airlines • Heggemann Aerospace AG • Recaro Aircraft Seating GmbH & Co.KG • RUAG Aerospace, Softrrom • Flughafen Berlin-Schönefeld • ThyssenKrupp Drauz Nothelfer GmbH • Messier Dowty International • Pilatus Aircraft Ltd • Pratt & Whitney AutoAir Inc. • TEN CATE Advanced Composite BV • SABCA Limburg N.V. • SNECMA – Group Safran • SAERTEX Stade GmbH • Thales Avionics • The Nordam Group • Virgin Atlantic Airways

## Who will you meet?

---

Heads and directors of international airlines, aircraft manufacturers, seat suppliers, tier 1 and 2 for electrical, comfort and safety specialists, institutes, design, branding and business consultancies.

Experts of following departments:

- Design
- Branding
- Cabin interior
- System engineering
- Cabin Safety
- Procurement
- Marketing & Sales
- Business Development
- Customer Satisfaction

## Forum Day One: Wednesday, 15 October 2008

**Chairman: Gary Weissel, Vice President, Technical Services & Aircraft Management, SH&E, Inc., an ICF International Company, New York/USA**

8.30 Reception and handing out of the documentation

9.15 Welcome address by IIR Germany and opening of the forum by the chair Gary Weissel

### KEY NOTE PAPER

9.30 **High Fuel Prices and Environmental Awareness – the Likely Impacts on Aircraft Seating**

- The new cost of weight
- Likely changes in airline seat purchase practices
- The impact of higher fares on tourist seating
- Changing seating product mixes responding to differing elasticities of demand among different categories of travellers

**Klaus Brauer, Director Passenger Satisfaction & Revenue, Boeing Commercial Airplanes, Seattle/USA**

### KEY NOTE PAPER

10.15 **Seat Selection Perspective from an American Airline**

- Cabin design philosophy – the airline perspective
- What is the purpose of a seat?
- Lightweight – Heavyduty: a contradiction?
- Space: the final frontier
- IFE: who's entertained?

**Bill Archer, General Manager – Interiors Engineering, Delta Air Lines, Inc., Atlanta/USA**

11.00 Coffee break

11.30 **Future Seating – Reinventing Premium Cabins**

- Present
  - State of the art seating: An overview of seating developments in the last five years
- Process
  - How to realise innovation
  - How we broke the mold for SIA
- Projection
  - Where next?
  - Future trends in seating design

**Ben Orson, Project Manager and Tim Manson, Senior Designer, JPA Design, London/UK**

## New Seating Strategies – The Airline Prospective

12.15 **Premium Product under Control: Seat Development in Uncertain Times**

- Total life cycle cost from the very first
- Customer expectations meets airline profitability
- Product differentiation by using approved technology

**Christoffer Stratmann, Senior Manager Cabin Interior, Deutsche Lufthansa AG, Frankfurt am Main/Germany**

1.00 Lunch

2.30 **The Next Generation of Business Class Seats of Swiss International Air Lines Ltd.**

- A constant challenge between customer expectation and airline requirements

**Paul Estoppey, Senior Manager, Head of Cabin Interior Development & Infotainment, SWISS International Air Lines Ltd., Zurich/Switzerland**

3.15 Coffee break

## New Foams, Cushions and Ergonomics for Modern Aircraft Seating

3.45 **Foams for Aircraft Seating**

- What can be expected from polyurethane foams?
- Characteristics of conventional foams compared to foams of the next generation
- Contribution to weight reduction of aircraft such as the B787, A380 and the A350
- Durability of seating foams in relation to foam densities and hardness
- Burn test behaviour of seating foams
- Certification criteria of currently preferred seat cushion constructions
- Lowering the risks of DVT (Deep Vein Trombosis)

**Frank Koelman, General Manager Aviation & Rail and Peter Lindahl, Director Sales, Metzeler Schaum GmbH, Memmingen/Germany**

4.30 **Enhancing Passenger Seat Comfort Using Ergonomics Principles**

- How ergonomics can be used to evaluate and improve seating comfort
- Effects of cushion thickness and weight on seat comfort
- Selection of cushion, cover and structural materials to optimize comfort
- Lessons learned from successful seat improvement programs

**Vesa Vannas, Senior Ergonomics Engineer, Franklin Products, Inc., Torrington/USA**

5.15 Conclusion by Gary Weissel and discussion

5.30 **Get Together:**

Following the official forum program, the management of Sofitel Hamburg Alter Wall and the IIR Germany invite all participants, exhibitors and speakers to a champagne reception.



6.30 End of the first forum day

### Evening Event

Forging new business contacts and meet future customers or partners is one – if not THE main reason to attend business conferences, this is what delighted attendees affirm at every event we run. Therefore enjoy a social and relaxing evening with your colleagues at a joint dinner. Take advantage of an informal exchange of experiences and of this perfect platform for networking! The IIR Germany invites all attendees, speakers and exhibitors to this Evening Event.



## Forum Day Two: Thursday, 16 October 2008

8.25 Opening of the forum by Gary Weissel

### 8.30 **Leather for Seating Applications: Nature's Choice**

- Cabin and seating material selection
- What leather will and will not do
- Meeting customer and consumer expectations
- Future products developments

**James Lang, Sales Director, Andrew Muirhead & Son Ltd., Glasgow/United Kingdom**

### **New Development Process for Modern Comfort**

#### 9.15 **Examples of Development Process and Key Features of a Radically New Economy Class Seat Concept**

- Novel development process approach
- Layered integrated team approach
- Design features meeting increasing passenger comfort demand
- Streamlined project scheduling

**Dr. Holger Friehmelt, Manager, Product Group Management, RECARO Aircraft Seating GmbH & Co. KG, Schwaebisch Hall/Germany**

10.00 Coffee break

### **Safety Requirements for Aircraft Seats**

#### 10.30 **Flammability Requirements of Seats**

- Past – Present – Future

**Richard Hill, FAA Federal Aviation Administration, Washington/USA**

#### 11.15 **Safety Features Enabling New Interiors and High Safety Standards**

- State of the art seat and interior concepts and safety requirements
- New solutions for occupant protection and compliance
- Issues with interpreting current and pending legislation on seat and interior design
- Safety for front row and evacuation row seats – beyond October 2009
- Safety requirement and technical answers using airbag solutions

**Tom Barth, Director of Research and Development, Aviation Inflatable Restraints, AmSafe, Inc., Phoenix/USA**

12.00 Lunch

#### 1.30 **Integrated Child Restraint System**

- Solutions for long-standing logistical problems
- Multifunctionality
- Improved safety
- Optimised comfort

**Harald Merensky, Section Manager Consulting, Innovation, Lufthansa Technik AG, Hamburg/Germany**

#### 2.15 **Permanent Flame Retardant Trevira CS Fabrics Satisfy all Relevant Flammability Standards, Including FAR 25.853 and ABD 0031**

- A wide range of inherently flame retardant staple fibres and filament yarns
- New possibilities for aircraft interiors designers to develop fabric patterns and structures
- Cost saving programmes and development of new fabric properties
- Combination two functions of two bioactive fabrics: antimicrobial and flame retardant within one product

**Petra Kruecken, Manager Market Development Trevira CS – Functional Textiles for Aircraft Interiors, Trevira GmbH, Hattersheim/Germany**

3.00 Coffee break

### **New Actuation Systems and Electronical Integration in the Seat**

#### 3.30 **Future Challenges in Aircraft Seat Actuation**

- Noise reduction in actuators
- Weight reduction at increased power demands actuator efficiency and power management

**Hermann Koch, Product Manager Aviation, Bühler Motor GmbH, Nürnberg/Germany**

4.15 Conclusion of the results by Gary Weissel and final discussion

4.30 End of the forum

## Your IIR Team:



#### **Content:**

**Julie Rosche**

**Senior Conference Manager**

E-Mail: julie.rosche@iir.de



#### **Exhibition and Sponsoring:**

**Oliver Epe**

**Sales Manager**

Phone: +49 (0) 69/244 327-3702

E-Mail: oliver.epe@iir.de



#### **Organisation:**

**Marion Sassen**

**Conference Coordinator**

Phone: +49 (0) 69/244 327-3971

Fax: +49 (0) 69/244 327-4971

E-Mail: marion.sassen@iir.de



#### **Marketing and Cooperations:**

**Thomas Uzunoff**

**Marketing Manager**

Phone: +49 (0) 69/244 327-3968

E-Mail: thomas.uzunoff@iir.de

## Our Media partners:

### AeroBrief

AeroBrief is a weekly online newsletter covering all topics in the field of aerospace, aviation and similar areas. We report on developments and also comment on events, highlight the current affairs and explain the backgrounds and trends. AeroBrief keeps the insider of the aerospace community informed.



AeroBrief is the only German-speaking Internet newsletter which is based on own investigation and editorial work and which is sent to the Aerospace and Aviation community on a weekly basis.

### Airways

**Airways**, the flagship magazine of Airways International Inc, was launched in 1994 issue and has been published on a monthly basis from March 1998. Truly 'A Global Review of Commercial Flight', **Airways** is devoted to the multi-faceted airline world, including the operators, the aircraft, the technology, the manufacturers, the airports and destinations, the people, and the airways. Over nearly 150 issues, **Airways** has gained a global reputation for its authoritative and often-provocative articles, insider knowledge, international outlook, and the wide scope of its coverage—always complemented by first-class photography. [www.airwaysmag.com](http://www.airwaysmag.com)



### TechniTex

TechniTex is the Premier Research and Knowledge Transfer Organisation for the UK's Technical Textiles and Advanced Materials Sector. Operating as a network group within the Materials KTN, it is government supported and industrially driven, focusing on research, design and development of new technologies and applications for the technical textile industry. TechniTex offers consultancy services for a wide range of technical textile requirements and its team of Knowledge Transfer Specialists has significant expertise in a wide range of product areas including biocides, composites, digital printing, healthcare and microbiology.



Contact: Brian J. McCarthy

Arch 30, North Campus Incubator, Sackville Street, Manchester M60 1QD, UK

Phone: +44 (0) 161 306 8500, Fax: +44 (0) 161 306 8501

[BrianMcCarthy@TechniTex.org](mailto:BrianMcCarthy@TechniTex.org), [www.technitex.org](http://www.technitex.org)

### Textination - Connecting the World of Textiles ...

Textination is the vertical internet portal for the textile business. The bilingual (German/English) platform offers numerous ways of information and e-commerce for companies of textile, ready-made clothing and retail on one site. More than 100,000 visitors per month chose Textination as their search engine for textile inquiries. Whether news from current economic events, trade fair dates, professional journals, seminars and exhibitions, or Jobs & Career – it's all on [www.textination.com](http://www.textination.com). Contact us and find out how we can support you.



Contact: Ines Chucholowius

Isolde-Kurz-Straße 90, 48161 Münster, Germany

Phone: +49 (0) 2533/91 99 403, Fax: +49 (0) 2533/91 99 408

[info@textination.de](mailto:info@textination.de), [www.textination.de](http://www.textination.de)

# International IIR Forum Aircraft Seating

To handle your registration efficiently, please make use of this registration form.

## Statements of participants at IIR aircraft forums:

"Very professional presentations and interesting topics"

**Hauke Lengsfeld, Integrator R&D, Airbus Deutschland GmbH**

"Interesting forum and an excellent organisation, which has the sensibility for adaptation"

**Ralf Kohlen, GKN Aerospace GmbH**

"Great opportunity to address technological issues, know new technologies, airlines' wishes and increase network"

**Mr. Aristides Cintra, Advanced Technology, IFEC-Principal Engineer, Embraer – Empresa Brasileira de Aeronáutica S.A., Brasil**

**Mailcode:**

**Internet PDF**

**Is your address correct?**

If not, contact our Directmarketing-Service-Division:

**Phone: +49 (0) 69/244 327-3333, Fax: +49 (0) 69/244 327-4040**

**E-Mail: [adresse@iir.de](mailto:adresse@iir.de)**

**Fax**

**+49 (0) 69/244 327-4040**

**E-Mail**

**[registration@iir.de](mailto:registration@iir.de)**

**Internet**

**[www.aircraft-conferences.com/  
seating](http://www.aircraft-conferences.com/seating)**

**Post IIR**

**Postfach 11 12 34  
40512 Düsseldorf**

**Phone**

**+49 (0) 69/244 327-3971  
[Marion Sassen]**

Yes, I want to register on:	Date	Price until 18 July 2008	Price until 25 September 2008	Price from 26 September 2008	Code
<input type="checkbox"/> Forum	15 to 16 October 2008	€ 1.749,-	€ 1.849,-	€ 1.949,-	P2100050M012
<input type="checkbox"/> Forum (Special offer for Airlines)	15 to 16 October 2008	€ 899,-	€ 999,-	€ 1.099,-	P2100050M012
<input type="checkbox"/> I cannot take part in this event but I am interested in the documentations. Please send me a CD-ROM at a price of € 299.00 (All prices exclude VAT)					

**I order the documentation on CD-ROM for the following event:**

- Inflight Entertainment and Communication 2008 EA005 Price: € 299,-  
 Composite and lightweight structures in aircraft 2008 EA008 Price: € 299,-

Please inform me about sponsorship or exhibition opportunities

### Participation fee

Prices are to be understood as being per person and include CD-ROM, luncheon and refreshments (All prices exclude VAT). When we have received your registration, you will be sent an acknowledgment of registration and an invoice. The amount invoiced will be due – without any deductions and completely net – upon your receiving the invoice, and no later than 14 days prior to the commencement of the event.

### Date and Venue

**Forum:** Wednesday, 15 October 2008 8.30 – 6.30 followed by the evening event  
Thursday, 16 October 2008 8.25 – 4.30

**Sofitel Hamburg Alter Wall**, Alter Wall 40, 20457 Hamburg/Germany  
Phone: +49 (0) 40/369 50-0, Fax: +49 (0) 40/369 50-1000

The hotel hosting the event will have a limited quota of rooms available on special terms. Please get in touch with the hotels directly well in advance. The room contingent will expire 4 weeks prior to the forum.

### Cancellation/Re-Booking

If the registration is cancelled no later than 30 days before the date of the event, we will charge no cancellation fee. In the event of cancellation during a period of 30 to 14 days prior to the date of the event, we will charge a processing fee amounting to 50% of the participation fee. If attendance is cancelled at a later date, the whole of the participation fee will be charged unless proof is furnished, in the individual case, to show that the amount of the loss or expense incurred differs from this. Cancellations have to be made in writing. Changes in the booking arrangements (nomination of substitute participants/a different IIR event) can be made at any time. In this case, a fee of € 50,- (ex VAT) will be due. These fees will not apply if the change in the booking arrangements has occurred for reasons for which IIR Deutschland GmbH is responsible.

### Data protection

Your data will be stored by us for our own promotional purposes subject to strict compliance with the BDSG (Federal Data Protection Act). Under certain circumstances, we do pass addresses on to companies whose range of products might be of interest to you with regard to content, quality, or service. If you do not wish your data to be stored or passed on or advertising messages to be sent to your address, kindly notify IIR Deutschland GmbH, Pf 11 12 34, 40512 Düsseldorf, phone +49 (0)69/244 327-3333, email [datenschutz@iir.de](mailto:datenschutz@iir.de), and your data will be blocked. (for further information, please consult [www.iir.de/datenschutz.html](http://www.iir.de/datenschutz.html))

**Subject to alteration**

Your IIR-order number \_\_\_\_\_

First Name (1<sup>st</sup> Attendee) \_\_\_\_\_ Last Name \_\_\_\_\_

Jobtitle \_\_\_\_\_ Division/Department \_\_\_\_\_

First Name (2<sup>nd</sup> Attendee) \_\_\_\_\_ Last Name \_\_\_\_\_

Jobtitle \_\_\_\_\_ Division/Department \_\_\_\_\_

Approving Manager \_\_\_\_\_

Company \_\_\_\_\_ Branch \_\_\_\_\_

P.O.-Box \_\_\_\_\_ City/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please charge my credit card:

Visa  Master Card

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

CVC - Card Verification Code \_\_\_\_\_ Signature \_\_\_\_\_

Card billing address (if different from Company address) \_\_\_\_\_

I am interested in informations on IIR Events via E-Mail/Fax:

E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please fill this out if your address for your account differs to the one above:**

Division \_\_\_\_\_ First Name/Last Name/Phone \_\_\_\_\_

P.O.-Box \_\_\_\_\_ Postal Code/City \_\_\_\_\_