



Crystal Cabin Award: the search is on for holistic solutions!

The Crystal Cabin Award is being presented in the special “Best Customer Journey Experience” category again. Online submissions possible until mid July.

Hamburg, 12 June 2019: Since last year, the world’s leading industry prize for aircraft cabins and on-board products, the Crystal Cabin Award, has had a special category focused on holistic and integral innovations relating to passengers. This includes passenger-focused products such as smartphone apps supporting the passenger along the journey and digital applications to improve airline product management. In 2018, start-up FLIO won the hearts of the jury. Entries can be submitted online at <https://connect.apex.aero/page/apexawards> until 12 July.

“Best Customer Journey Experience” relates to products that enrich and enhance the passenger experience, with hardware or software solutions, throughout the entire air journey (possibilities: from planning and booking to beginning the journey, on-board products all the way to the time after landing). Submissions may be targeted at passengers, airlines, manufacturers and/or suppliers. The goal of this category is to provide inspiring examples of how new service products can be developed for personalised passenger experience.

This category in the Hamburg Crystal Cabin Awards **operates outside the regular entry phase**, and will be presented **on 9 September as part of the APEX Awards** at the APEX EXPO and Aircraft Interiors Expo Americas trade fairs in Los Angeles. After that, the entry phase for the other eight categories will begin, with the traditional presentation of trophies every spring during the Aircraft Interiors Expo in Hamburg.

In 2018, the international jury was convinced by a Hamburg start-up. The **FLIO airport app** incorporates detailed flight and airport information, terminal overview maps and direct booking options for lounges and local public transport at airports worldwide. The other finalists in the special category last year were InflightVR and American Airlines.

The Crystal Cabin Award is the world’s leading honour for aircraft cabins and products. Almost 30 jurors from across the spectrum of civil aviation and all its segments decide the winners. The award ceremony in Los Angeles in September 2019 will also usher in the **new submission phase for the eight main categories of the Crystal Cabin Awards, to be presented in Hamburg on 31 March 2020**. Current winners in the main categories include renowned representatives of the industry such as Airbus, Collins Aerospace, Recaro and United Airlines. www.crystal-cabin-award.com



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You too can join the list of sponsors and supporters of the Crystal Cabin Award. Information on sponsoring opportunities and packages is available from Carmen Krause: carmen.krause@crystal-cabin-award.com

About the Crystal Cabin Award

The Crystal Cabin Award is THE international prize for innovation in the aircraft cabin. 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 extraordinary cabin concepts and products. The competition was launched by Hamburg Aviation and is organised by the Crystal Cabin Award Association. This unique honour has been presented at 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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