



## Who has the best ideas for the aircraft cabin?

**Start of submission phase for Crystal Cabin Award 2018 // Internationally renowned industry award for cabin products introduces new categories**

**Hamburg, 26 September 2017:** For the 12th year running, the Crystal Cabin Award Association is preparing to recognise and honour the best ideas for the aircraft cabin. The prize, launched and still presented in Hamburg, has become a trend barometer for a whole industry: the ideas and products that win here shape and guide the cabin industry now and in the future. In 2017, major players in the industry such as Airbus and Delta Air Lines got to take trophies home. But the next generation of talent from the Hamburg University of Applied Sciences also managed to convince the Judging Panel. With 85 shortlisted submissions, the most recent iteration of the Crystal Cabin Award set a new record. With a new category for 2018 — “Inflight Entertainment and Connectivity” — the award is addressing the growing market for (wireless) in-flight entertainment. Submissions for the Crystal Cabin Award 2018 may be lodged until 27 October at [www.crystal-cabin-award.com](http://www.crystal-cabin-award.com). The winners will be announced, as always, as part of the Aircraft Interiors Expo (10 – 12 April, 2018) in Hamburg.

The Crystal Cabin Award stands for the future of the passenger experience. It honours efficiency and sustainability, but also creative “outside the box” thinking for the aircraft cabin. The winning innovations in the most recent round of awards included a flexible seat rail concept developed by Recaro in cooperation with Airbus and THK which allows for spontaneous configuration of seating rows depending on the load factor for a flight. Diehl’s winning idea promised to reduce cabling requirements and thereby significantly reduce the weight of aircraft by transmitting data via the existing power cables in an aircraft. It is precisely this sort of connectivity and communication solution, along with in-flight entertainment concepts, that deliver the greatest possible flexibility for passengers. These things are becoming more and more important for the industry. The Crystal Cabin Award is giving due attention to this trend by adapting the former category of “Electronic Systems” into the new “Inflight Entertainment and Connectivity” category.

### **The Crystal Cabin Awards are followed and debated around the world**

Being chosen by the 28 expert members of the Judging Panel to be amongst the three finalists in each category means having the opportunity to present the concept to leading figures of the industry in person at the Final Viewing. A victory at the Crystal Cabin Award is unmistakable recognition by the global community of specialists in the sector. The appeal here is not limited to newcomers in the annual University category.

The fascination reaches beyond the aviation industry, and the latest trends in the cabin attract global attention. To date, more than 600 online publications in almost 60 countries have reported on the 2017 awards ceremony.



## **An overview of the 8 Crystal Cabin Award categories:**

### **Cabin Concepts**

This category is provided for full cabin concepts that are already existent or at a market-ready stage. The Cabin Concepts category is tailored for airlines as well as manufacturers and design companies.

### **Cabin Systems**

The Cabin Systems category comprises all innovative products that will bring airlines a major benefit in operations and efficiency. Such products could include galleys, lavatories, trolleys, air conditioning systems and seat concepts, with a focus on operating efficiency (e.g. lightweight structures, easy installation, better use of cabin space etc.)

### **Inflight Entertainment and Connectivity**

The IFEC category caters for the fastest growing product range in the aviation industry and includes inflight entertainment as well as on-board connectivity and communications solutions.

### **Greener Cabin, Health, Safety and Environment**

This category combines different classes of innovations. An entry for this category must either reduce negative effects on the environment, or minimize health & safety hazards and security problems for passengers, staff, or live cargo.

### **Material & Components**

In this category, the CCA jury is looking for new materials or new material applications for cabin systems that cut production costs and maximize usability.

### **Passenger Comfort Hardware**

Entries to this category must improve passenger comfort within the cabin, either for all passengers or for specific groups of passengers. The category includes all hardware directly noticeable for the passenger, including seats and seat-related products such as tray tables, partitions, lavatories, premium class and VIP products.

### **University**

This category provides room for college and university students to present their visions for innovative products and concepts for aircraft interiors.

### **Visionary Concepts**

Visionary Concepts can give us an impression of aircraft cabins of tomorrow, through technical concepts, ergonomic ideas, and aesthetic design. The category relates to engineering concepts and design studies that have not yet been implemented.



Once a year, the global aviation industry gathers at Hamburg's Messehallen trade fair for the Aircraft Interiors Expo (10 – 12 April, 2018) to present the latest cabin innovations and on-board products. The Crystal Cabin Award, presented during the AIX, is one of the highlights of the week.

**The Entry Form, an overview of 2017's winners, and a detailed explanation of all categories for the Crystal Cabin Award are available online from the official website: [www.crystal-cabin-award.com](http://www.crystal-cabin-award.com).**

**Submissions may be lodged until 27 October. A video of all of the winners in 2017, along with highlights of the award ceremony, has been made available by APEX Media and Reaktor at [www.youtube.com/watch?v=ugx1QpvugzE](http://www.youtube.com/watch?v=ugx1QpvugzE).**

### **Renowned industry award – renowned industry support**

The Crystal Cabin Award stands for the idea of an independent platform for the industry to promote and honour innovation in aviation worldwide. The list of supporters of the Crystal Cabin Award reads like a Who's Who of the international community. The Crystal Cabin Award is supported by the following sponsors and media partners: Airbus, Aircraft Cabin Management, Aircraft Interiors Expo (Reed Exhibitions), Aircraft Interiors International Magazine, Aircraft Interiors Middle East, ALTRAN S.A.S. Co. KG, APEX, ATR, B/E Aerospace, Bishop GmbH Aeronautical Engineers, Boltaron, DIEHL Aerosystems Holding, Emirates Airline, FERCHAU AVIATION Division, FIT AG, Flightchic, Flightglobal, FTE, HAECO Cabin Solutions, *Inflight* Magazine, Jetliner Cabins, Lufthansa Technik AG, Panasonic, Reaktor.Aero, Runway Girl Network and SEKISUI SPI.

You too can become a supporter of the Crystal Cabin Award. Information on sponsorship opportunities and packages is available from Carmen Krause ([carmen.krause@crystal-cabin-award.com](mailto:carmen.krause@crystal-cabin-award.com)).

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

The Crystal Cabin Award is THE 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 extraordinary 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 in association with 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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