



Crystal Cabin Award: Airbus wins in Los Angeles

“Connected Experience” from Airbus wins the Crystal Cabin Award for the special category “Best Customer Journey Experience”

Los Angeles, 09 September 2019: Airbus has something to celebrate: At the APEX Awards in Los Angeles, the aircraft manufacturer’s “Connected Experience” took home honors in the race for the Crystal Cabin Award in the special category, “Best Customer Journey Experience”. The application for integrated passenger and crew communication in the aircraft cabin prevailed over a voice-controlled aircraft lavatory from Diehl and a concept for light-based data transfer from Latécoère. The Crystal Cabin Award is the world’s leading accolade for aircraft cabins and products. Almost 27 jurors from across the spectrum of civil aviation and all its segments decide the winners. The award ceremony in the USA also ushers in the new submission phase for the eight main categories of the Crystal Cabin Awards, to be presented in Hamburg on 31 March 2020.

The **“Connected Experience”** from **Airbus** networks passengers and crew with the aircraft cabin. The app allows passengers to order food or to make contact with a flight attendant. Members of the cabin crew receive important information from the networked cabin, for example the status of overhead lockers or the need to clean a lavatory, and can use their device to regulate temperature, lighting, and music for passengers.

The special category “Best Customer Journey Experience” relates to products that enrich and enhance the passenger experience, with hardware or software solutions, throughout the entire air journey, from planning and booking to beginning the journey and all the way to the time after landing. Submissions may be targeted at passengers, airlines, manufacturers and/or suppliers. The aim of the category, with the winner announced to coincide with the North American APEX EXPO and Aircraft Interiors Expo Americas trade shows, is to provide inspiring examples of how new products and services can be developed for personalized passenger experience.

This **special category complements the existing eight categories awarded each year in Hamburg** for the Crystal Cabin Awards: “Cabin Concepts”, “Cabin Systems”, “Greener Cabin, Health, Safety and Environment”, “Inflight Entertainment & Connectivity”, “Material and Components”, “Passenger Comfort Hardware”, “University” and “Visionary Concepts”. Amongst the winners in 2019 were such renowned industry representatives as Airbus, Collins Aerospace, Recaro and United Airlines. For all the winners and highlights of the 2019 awards ceremony, made available by APEX Media and Burrana: <https://www.youtube.com/watch?v=sR71wfqQA3I>

The entry phase for the eight main categories of the Crystal Cabin Awards has now commenced. Between now and 18 October, the Crystal Cabin Award Association and the 27 expert jurors will search for 2020’s top innovations in aviation. For further information on entering: www.crystal-cabin-award.com



The following sponsors and media partners support the Crystal Cabin Award: Airbus, Aircraft Cabin Management, Aircraft Interiors Expo (Reed Exhibitions), Aircraft Interiors International Magazine, AIME 2020 - Aircraft Interiors Middle East, Ameco Beijing, APEX, Bluebox Aviation Systems LTD., The Boeing Company, Boltaron Inc. – A SIMONA Company, BURRANA, Collins Aerospace, DIEHL Aviation, FERCHAU AVIATION Division, FIT AG – Additive Manufacturing Group, Flightchic, Flightglobal, Future Travel Experience, HAECO Cabin Solutions, Inflight Magazine, Jetliner Cabins, jetlite, Lufthansa Technik AG, NORDAM, Panasonic, RECARO, Runway Girl Network, SEKISUI SPI, tesa SE, and Vartan Aviation Group.

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

A complete overview of finalists and pictures of the award ceremony is available for download here:

<https://seafife.hamburg-tourism.de/f/77c5f5fc833a45d18591/?dl=1>

About the Crystal Cabin Award

The Crystal Cabin Award is THE international prize for innovation in the aircraft cabin. A high-caliber 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 honor extraordinary cabin concepts and products. The competition was launched by Hamburg Aviation and is organized by the Crystal Cabin Award Association. This unique honor 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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