



Crystal Cabin Award: Finalists named for LA

Airbus, Diehl and Latécoère enter the final round for the Crystal Cabin Award special category, “Best Customer Journey Experience”

Hamburg, 22 August 2019: The finalists have been named for the Crystal Cabin Award special category, “Best Customer Journey Experience”. Nominees for the trophy, to be presented during the APEX Expo in Los Angeles, honouring the best integrated solution for passengers, are: the “Connected Experience” application from Airbus, a voice-controlled lavatory from Diehl, and light-based data transfer for Air France with “LiFi Power” from Latécoère.

A life without apps is barely conceivable, from controlling the lighting in our living rooms to cashless payment for pizza delivery. The “**Connected Experience**” from **Airbus** brings this comfort to the aircraft cabin. “Pasta or chicken” – passengers can order either, direct from their smartphones. And the app can also confirm whether or not the cabin baggage will fit in the overhead locker, avoiding unnecessary suitcase stress. Thanks to the networked cabin, the crew can regulate temperature and lighting as well as communicate with passengers.

“Please turn on the water faucet”: The “**Voice-controlled Lavatory**” from **Diehl** makes it possible to use the aircraft toilet without touching it, an attractive option both for passengers with restricted mobility and for the hygiene-conscious. From flushing the WC to operating the trash can, all essential aspects of the lavatory can be controlled by voice commands in several languages. And thanks to the modular system, this innovation from Hamburg, Germany can easily be retrofitted.

As light as light: **Latécoère** already presented “**LiFi Power**”, transmitting data using light, at this year’s Paris Air Show. Crew communication could soon be wireless, and data transmission speeds up to one hundred times conventional wiring will bring a whole new dimension to passenger entertainment and connectivity. Air France has already integrated this innovation in one of its cabins.

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. The award ceremony in LA **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**. Amongst the winners in 2019 were such renowned industry representatives as Airbus, Collins Aerospace, Recaro and United Airlines. www.crystal-cabin-award.com

“**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, 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.

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A complete overview of finalists with English press statements, contact details for entrants, and images 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-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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