

AIM Altitude
PRESS PACK
AIX 2018
Stand 7B01

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Images available in high resolution from gd@phillipsprofile.co.uk
Or <https://www.dropbox.com/sh/g6odtwakzypi342/AAAafqzE1zvibceGE0L0Yjhsa?dl=0>

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10th April 2018
Aircraft Interiors Expo
AIM Altitude: Stand 7B01

Monumental front rows from AIM Altitude

- New platform approach -

At AIX 2018, AIM Altitude is showcasing its new platform approach to front-row monuments (FRMs), in collaboration with Thompson Aero Seating.

The platform is essentially an internal frame or 'skeleton', which seamlessly unites the FRM with the seating. While the frame remains the same for each installation, the external elements of the FRM are bespoke and customised to reflect the unique brand and requirements of each individual airline.

The platform has been created to work with AIM Altitude's FRMs and Thompson Aero Seating's Vantage and Vantage XL seat range. The partnership between the two companies has worked impeccably in previous collaborations and will continue now that they are both owned by AVIC.

The seamless transition from monument to seat provides greater styling and aesthetic cohesion and minimises certification challenges. Working from a standard platform helps simplify design and reduces manufacturing lead times.

AIM Altitude has created concept FRMs specifically for AIX and will be demonstrating a variety of new features. These include:

- Incorporated branding panel in the central unit, displaying new lighting techniques
- Wider footwell area in outboard units
- Standard width for a Vantage XL in central units
- Quickly-removable footwell acoustic linings with exciting new trim and finish capabilities
- Increased storage in respect of each FRM displaying a laptop glove box
- Deployable tablet stand in each FRM, so personal content can now be viewed in normal seat mode or in sleep mode
- Recessed tablet/literature holder in each FRM
- Crew/passenger stowage opportunities

The units are being displayed in three different upper-half configurations showing their flexibility in design. The lower half remains the same across the three units.

Full-height closet



Under-bin closet + branding panel



Half-height (baby bassinet provision)



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Enhanced galleys for the premium experience

The prototype galley on AIM Altitude’s stand at AIX 2018 focuses on innovative design that improves in-flight service delivery and enhances the aesthetic of this functional equipment.

A full centreline complex is on display to demonstrate forward- and aft-facing galleys with a central ceiling. The developments are based on the airlines’ desire to promote quality and brand among all elements of the cabin interior, whilst ensuring the galley is easily maintainable and meets weight requirements.

The branding and passenger experience elements that AIM Altitude has made possible on the prototype galley include animated lighting features, self-service ‘zones’, and various methods of disguising functional equipment, thereby making the galley product more aesthetically pleasing and cohesive within the overall cabin environment.

Feature	Description	Development Stage
Paddle latch doors	A modern styled latch to bring a premium look	Offerable
Roller blind	A baseline solution to hide functional galley equipment	Offerable
Feature ceiling	Bespoke solutions to airline specification	Offerable
Flush pull-out table	A pull-out table that sits flush with the galley work-surface	Offerable
Removable decor panels	Sacrificial panels can be easily replaced to keep the galley external surfaces looking pristine	Offerable
Customisable self-serve unit	Bespoke solutions to airline specifications	Offerable
Embedded task lighting	Task lighting embedded into the panel to create a seamless surface and direct focused work light	In development
Integrated noteholder trim	Designed with maintenance in mind to reduce surface damage from adhesives	In development
Replaceable plastic clip-on trim	Designed with maintenance in mind, an easy replaceable plastic panel capping	In development
Fold & stow doors for galleys	Premium hinged compartment doors that slide away into cavities when galley is in use	Concept
Animated RGBW lighting	A new lighting system that allows for bespoke programming of light to airline specification	Concept



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AIM Altitude creates unique branding feature for EL AL Dreamliner

On its stand at AIX this year, AIM Altitude is proudly displaying the unique branding panel it created for EL AL's 787-9 Dreamliner fleet.

The EL AL branding panel features curved diamond profiles and a distinctive, yet subtle, two-tone finish, reflecting the EL AL Business Brand through the forward cabin. The branding panels were part of a larger project where AIM Altitude engineered, certified and built front-row monuments for the Door 1 area of the EL AL Boeing aircraft.

The front-row monuments were designed to be integrated with the Recaro CL6710 business class seats and provide the footwell ottoman area, sliding tray table and IFE monument attachments. The continued style lines from the Recaro seats, running throughout the front-row monument design, provide a smooth and cohesive look.

Darren Nicholas, Lead Engineer at AIM Altitude Cabin Interiors, said: "The feature panels provide a stunning reflection of the EL AL brand values of excellence and professionalism. The seamless transition from seat to front-row monument was a vital aspect of the scheme and the successful delivery of this pioneering engineering technique has led to a trend in seat and monument integration."

A team of four main designers from AIM Altitude worked in conjunction with the design teams from Recaro and PriestmanGoode to ensure the creative intent of all parties was met. As well as creating simple, stylish lines and a relaxing atmosphere, EL AL required a high level of finish to an interior that also had to be functional and service-friendly.

The operations team at AIM Altitude worked hard with the supply base to ensure the high level of finish could be generated in serial production. With passengers likely to be drawn to the tactile plated logo on the branding panels, for example, AIM Altitude has even ensured that it can be easily interchanged with a new logo, should any damage occur.



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Notes for Editors

About AIM Altitude

AIM Altitude designs, manufactures, certifies, and maintains cabin interiors for the world's major airlines on Airbus, Boeing and other OEMs' aircraft.

The market-leading products and services of AIM Altitude include: premium customised monuments, social spaces, bars, galleys and stowages, composite components and a full-service product-support capability. AIM Altitude's products are all inspirationally designed, meticulously engineered and beautifully crafted.

AIM Altitude is a global company headquartered in the UK, with bases in New Zealand, the Middle East, and North America. Whilst being a modern, innovative and pioneering company, AIM Altitude still has links to its roots as a small coachworks business, established in the UK in the early 1900s.

AIM Altitude is owned by leading Chinese multinational aviation company, AVIC International Holding Corporation. AVIC's mission is to develop overseas markets for the civilian aviation industry and expand international investment. AVIC is involved in several business sectors, including aerospace, trade and logistics, retail, electronics and real estate investment, with revenue of US\$25 billion in 2014. In the cabin interiors sector, AVIC owns AIM Altitude, FACC, Jiatai Aircraft Equipment Co., and Thompson Aero Seating. Additional information can be found at www.avic.com.cn

www.aimaltitude.com