



AIM Altitude
PRESS PACK
AIX 2017
Stand 5B60

Contents:

- CONCEPT AND REALITY: AIM Altitude's 2017 AIX showcase
- REINVENTING AN ICON: The new Emirates A380 on-board lounge
- AEROMEXICO'S DREAMS REALISED
- NEW CABIN INTERIORS FACILITY FOR AIM ALTITUDE
- Notes for Editors

All images available in high resolution at:

https://www.dropbox.com/sh/pewotkngudk86qw/AADnTgn9XixLiMx_fPrniN1la?dl=0

For further press information please contact:

Georgina Dunlop

Phillips Profile

M: +44 (0)7912 178156

T: +44 (0)1223 846955

E: gd@phillipsprofile.co.uk

Visit www.aimaltitude.com

4th April 2017
Aircraft Interiors Expo
AIM Altitude: Stand 5B60

CONCEPT AND REALITY
AIM Altitude's 2017 AIX showcase

AIM Altitude's exhibits at the 2017 Aircraft Interiors Expo can be considered a metaphorical example of what the company does best: taking complex design visions from concept through to certified reality, whilst maintaining both design integrity and brand identity.

The stand design is structured around a development project, within which two areas are created. One provides a concept Door 2 entrance, and the other, a practical product: one being a creative element, the other, an offerable product; both illustrating AIM Altitude's design, engineering and manufacturing techniques and capabilities.

Ross Burns, Group Lead Industrial Designer at AIM Altitude's Cabin Interiors division, said: "The Virtual Experience Studio is a creative area where customers and visitors can customise an aircraft scene to their own taste. This 'white space' virtual-reality model uses state-of-the-art VR technology, to bring alive the interior space. Visitors to the stand can experience physical feedback blended with digital customisation of an array of units. Trim and finish, as well as 'feature' possibilities, are enabled for visitors to see in real time how different products could look within the cabin architecture."

The physical product being displayed is an exciting proposition too, with numerous new features, some of which AIM Altitude describes as revolutionary. These developments to the product have, Ross Burns explains, come about from customer interaction, where AIM Altitude has designed and engineered features to meet specific customer demands.

-Ends-



AIM Altitude's Virtual Experience and concept bar

High resolution image available at:

<https://www.dropbox.com/s/ybjqix4wtqzbwid/AIM%20Altitude%27s%20virtual%20experience%20stand.JPG?dl=0>

4th April 2017
Aircraft Interiors Expo
AIM Altitude: Stand 5B60

REINVENTING AN ICON

The new Emirates A380 Onboard Lounge

First engineered and manufactured by AIM Altitude in 2008, the Emirates horseshoe bar has quickly become an iconic feature for the airline. The bar and lounge has now undergone a complete refresh and, once again, it was AIM Altitude that undertook this significant task.

In line with customer feedback, the AIM Altitude team worked closely with Emirates to make subtle enhancements to the bar's construction throughout its existence. This latest refresh is, however, on a larger scale, increasing the seating space in the lounge and giving it an airier and lighter feel.

It is AIM Altitude's commitment to developing and certifying new materials, along with delivering engineering and manufacturing solutions, that makes such on-board bars and lounges possible. In this newest on-board lounge for Emirates, AIM Altitude has created more social seating arrangements, along with its own automated LED mood lighting system. Customised laminates featuring the UAE's national Ghaf tree in decorative gold foil and a mixture of high-end leathers, with elegant gold perforated detailing, create a feeling of sumptuous sophistication.

Steve Hawkins, Chief Engineer Design, at AIM Altitude commented: "Using engineering and manufacturing skills honed over many years, our team has been able to create a more modern, spacious, yet intimate feel." Steve Reade, Lead Engineer, explained: "Lamps enhance the atmospheric lighting and birch-wood grain gives a more contemporary finish. The seats and sofas in the lounge are highly sculpted, reminiscent of private yacht cabins or sleek automotive seating."

The new Emirates A380 on-board lounge was made public at ITB Berlin in March. At AIX the AIM Altitude team will be available to discuss further their design, engineering and manufacturing capabilities, while the refreshed horseshoe bar and lounge will be operational in July 2017.

-Ends-



The Emirates A380 on board lounge, manufactured by AIM Altitude

High resolution image available at:

<https://www.dropbox.com/s/vj0pv85gnjezxi4/Emirates-A380-Onboard-Lounge3.jpg?dl=0>

4th April 2017
Aircraft Interiors Expo
AIM Altitude: Stand 5B60

AEROMEXICO'S DREAMS REALISED

Aeromexico's warm and welcoming social space for its new Boeing 787-9 Dreamliner has been made a reality by the expertise of AIM Altitude.

The Door 2 boarding area was engineered and manufactured by AIM Altitude to completely deliver the design vision and brand intent. The journey began back in April 2014, when Aeromexico visited AIM Altitude's exhibition stand at the Aircraft Interiors Show in Hamburg, looking for a world-class manufacturer to deliver its ambitions.

Aeromexico engaged AIM Altitude shortly after the expo and commissioned New Territory to design and detail the concept for the Door 2 monuments as part of the overall aircraft interior. AIM Altitude worked hand in hand with both to define the area and to take the design intent from concept, to reality.

All of AIM Altitude's specialised engineering and manufacturing expertise was used to create the highly complex monuments for Aeromexico, including the asymmetric forms that create a welcoming, open, entrance and that all-important pleasing first impression.

The design and form of the monuments required highly complex mouldings and tooling. The monuments were engineered using the latest lightweight technology with great emphasis on ensuring durability, reliability and maintainability.

AIM Altitude delivered the subtle, warm and inviting lighting system imagined by New Territory, which gives the perfect ambience for the open and convivial space. With lighting being one of the most critical parts of any new aircraft furniture, special consideration was given to the overhead 'Sky light', designed by New Territory which Aeromexico considered a critical, interior element.

Attention to detail was vital to the scheme and AIM Altitude created a custom-designed, aesthetically pleasing, latching system for the galleys and stowages which helped maintain the design ambition.

Together, AIM Altitude and New Territory worked closely using a proof of principle methodology, testing concepts at critical intervals to see how they performed. This hands-on approach continued throughout the build, with each unit being hand crafted in AIM Altitude's facilities in the UK.

Matthew Eyre, Vice President Corporate Accounts at AIM Altitude, said: "There were many hurdles to overcome in successfully executing the programme for Aeromexico but we are very proud of the successful outcome. The boarding area, or 'Espacio Premier' is light, bright, and friendly, giving the hospitable feeling you would expect from Aeromexico."

The new Boeing 787-9 Dreamliner's features include 274 seats - 36 flat-bed seats in Clase Premier - with a 180 degree recline, plenty of legroom, increased storage for carry-on bags, large windows that go dark at the touch of a button, a modern in-flight entertainment system with individual 18" touch screens in Clase Premier and 11" touch screens in the Economy cabin, and Sky Interior LED lighting. The aircraft's advanced technology also improves cabin air pressure, reducing fatigue and jet-lag symptoms.

-ends-



Door 2 boarding area of Aeromexico's 787-9 Dreamliner, manufactured by AIM Altitude

High resolution image available at:

https://www.dropbox.com/s/2pjhpeil5y7so5l/Aeromexico%20Door_2_Social_Space_Forward_Unit.jpg?dl=0

4th April 2017
Aircraft Interiors Expo
AIM Altitude: Stand 5B60

New Cabin Interiors facility for AIM Altitude

The manufacturing and support teams at AIM Altitude's Cabin Interiors division have now moved into a purpose-built facility at Bournemouth airport.

This major new investment brings all of the Cabin Interiors division under one roof, having previously been housed in six separate buildings around the estate. The new building will also serve as the headquarters of the AIM Altitude group.

Following several years of planning and an 18-month build and fit-out programme, the first production lines began the migration in August 2016. All production facilities and around 450 employees completed the move at the end of September 2016 and the building was officially opened by Sir Tim Clark, President of Emirates, in December 2016.

Mike Burke, Operations Director at AIM Altitude Cabin Interiors, said: "The new factory and associated services will be a huge boost to our operations as a whole. We now have a world-class facility, to match AIM Altitude's world-class offering, with the addition of twenty per cent extra space for expansion."

The state-of-the-art factory encompasses new machinery, including an additional paint-and-bake booth to bring the total to four painting booths, and a fully integrated preparation area, serving both paint and trim. The layout of the new shop floor enables process flow, with an open, flexible, main assembly area allowing product programmes to be changed quickly if required. Key production leaders, production controllers and the quality team have also been integrated into production cells.

The whole facility has been built on the LEAN principle, shortening throughput times by reducing the distance parts travel in manufacturing, improving the line-side parts storage, shortening communications between departments and improving visual management of projects.

Both timescales and quality will be improved with reduced logistics travel time between buildings, reduced wasted staff time travelling between buildings and faster resolution of quality issues.

“For our employees,” continued Mike Burke, “the area offers a clean and light environment in which to work, a modern canteen, locker and shower facilities, generating an overall pride in their workplace. We have worked hard to ensure the facilities help with meeting our corporate responsibilities and we hope that it will be to the benefit of the community as a whole.”

-ends-



AIM Altitude's new facility at Bournemouth

High resolution image available at:

<https://www.dropbox.com/s/ye7dvqvx902fva/New%20facility%20at%20Bournemouth.jpg?dl=0>

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 International's mission is to develop overseas markets for the civilian aviation industry and expand international investment. AVIC International 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. Additional information can be found at www.avic-intl.cn

www.aimaltitude.com