

AIRLINE PASSENGER

# experience

VOLUME 5, EDITION 4 | JULY - AUGUST 2015



## The Entertainment Issue

CONVERSATION CUES | LIVING IN THE AGE OF AIRPLANES | FRINGE IFE  
MIGHTY MODELS | SEEING THE MOVIES | FLIGHT FATIGUE



OFFICIAL PUBLICATION OF THE AIRLINE PASSENGER EXPERIENCE ASSOCIATION

# TERMINATOR GENESIS

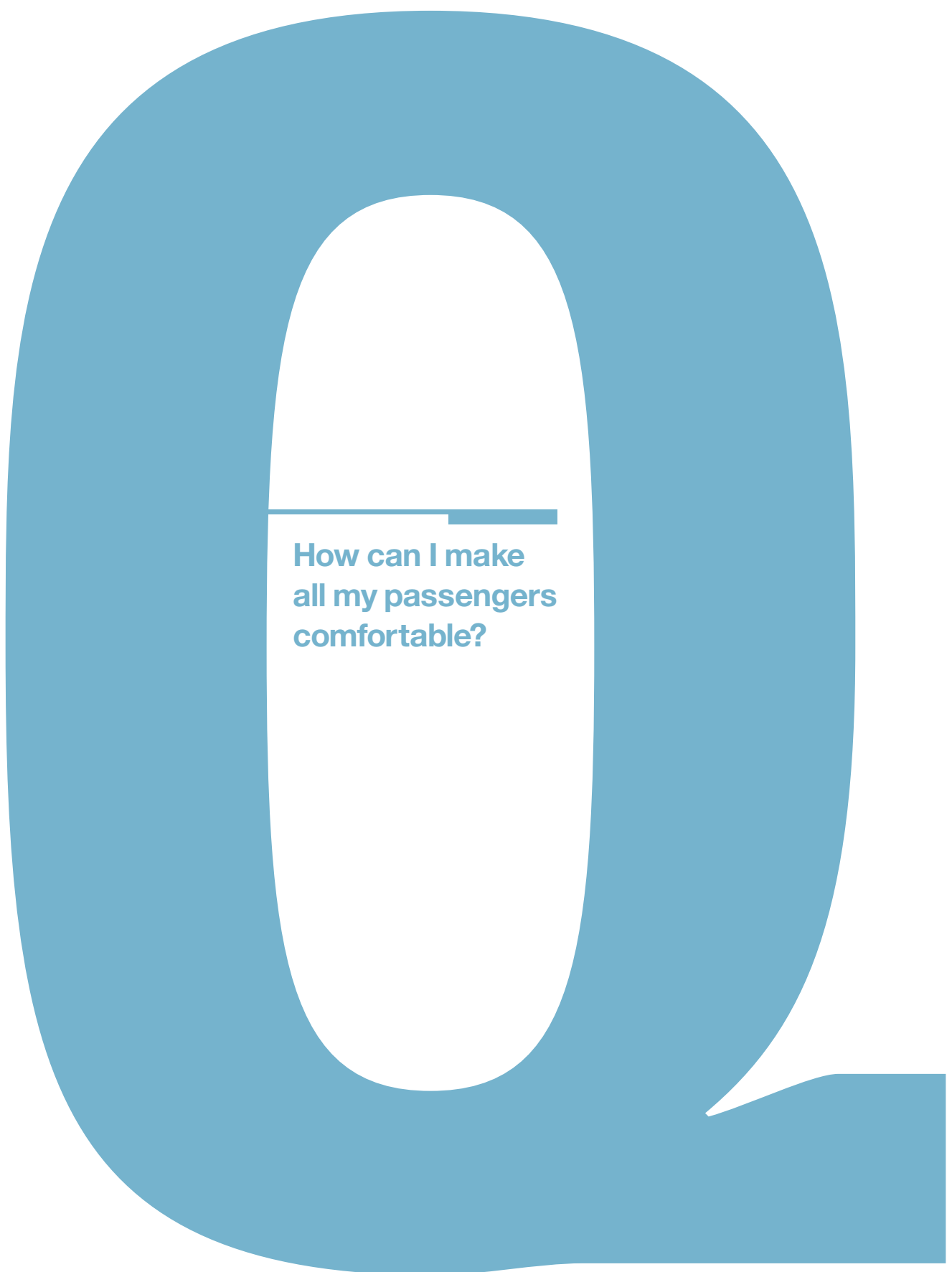


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# The Entertainment Issue

VOLUME 5, EDITION 4  
JULY - AUGUST 2015

Any mention of entertainment in this industry brings to mind movie licensing, closed captioning and content security. But this issue also looks beyond seatbacks and tablets to the numerous details that are purposely used to intrigue passengers, making the travel experience a little more enjoyable.

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The story of how the airplane changed the world brings viewers to far corners and unexpected places in this tour de force documentary film.

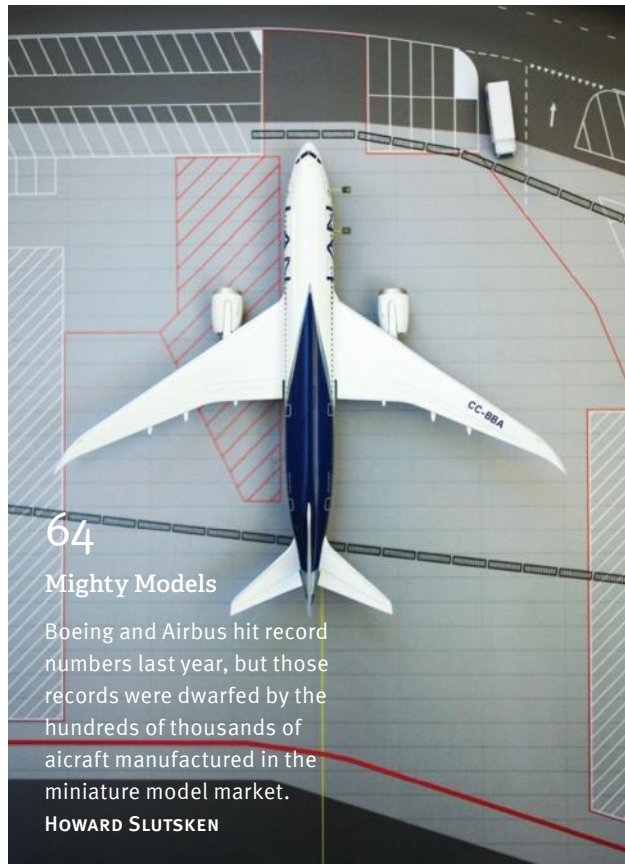
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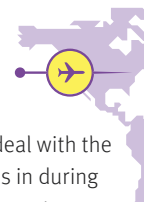
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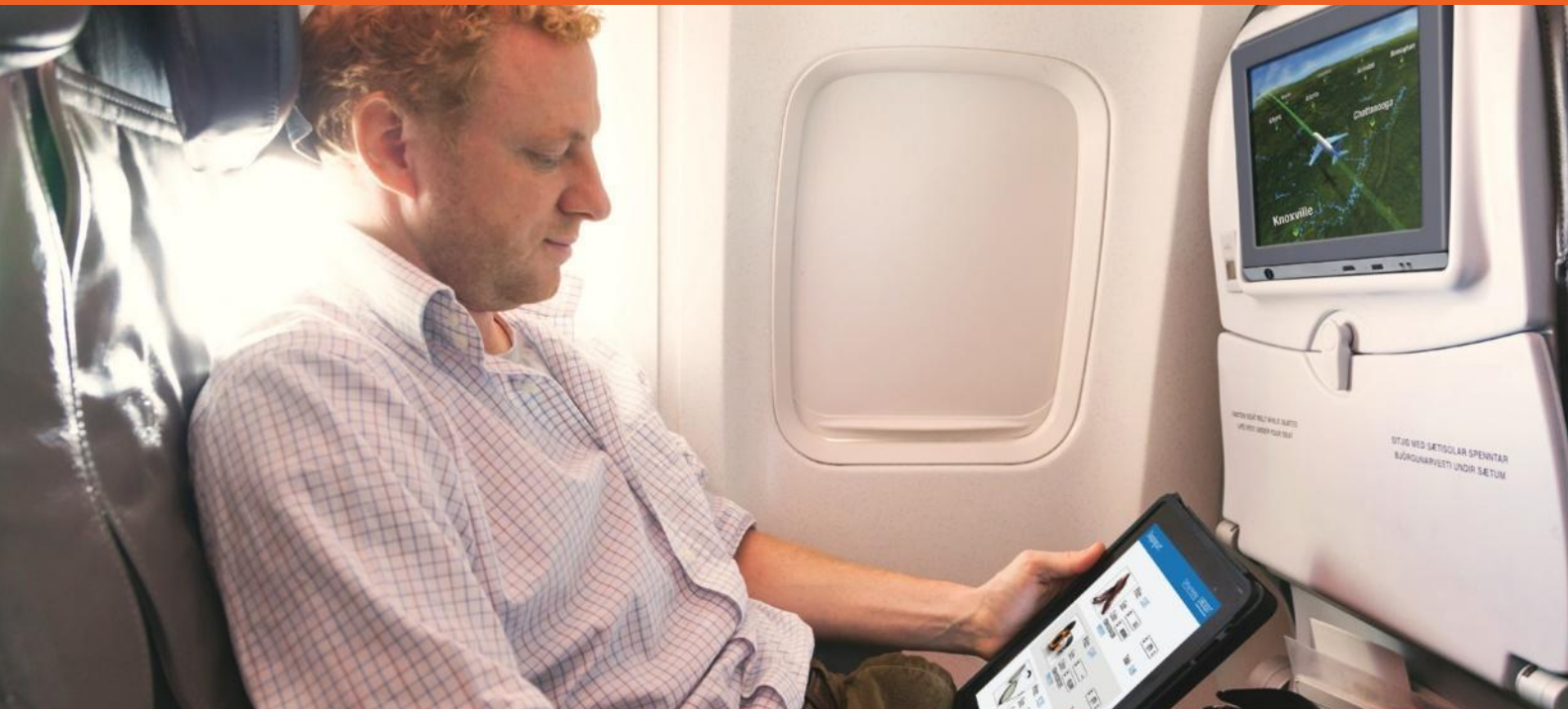
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Founder and President, branding.aero

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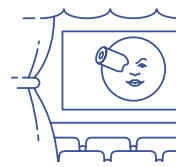
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ILLUSTRATIONS: MIQUEL TURRÀ; FORMA & CO.; JORGE DELA PAZ; ÓSCAR CHÁVEZ; NELSON AEDO

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# Dear Fellow APEX Members,



It's that time of year where we turn our full attention to our biggest and most exciting event: EXPO! As you know, we're bringing the event to Portland, Oregon – September 28 to October 1. With successful events in Dubai, Prague and Universal City already under our belts for 2015, we're thrilled to bring the entire APEX community together for this industry's most comprehensive tradeshow and annual gathering. We will also be honoring the best in our industry at our annual Passenger Choice Awards.

APEX is increasingly becoming a source for original industry data and information. For example, we recently launched a second annual survey of global passengers, which will provide data on passenger behaviors and preferences later this summer. And our tireless work related to closed captioning rules in the United States has put this association at the center of a potentially industry-shaping discussion.

**“Our tireless work related to closed captioning has put the association at the center of an industry-shaping discussion.”**

We've also taken significant steps toward presenting a unified, authoritative voice to represent this association – both as a public face and as a means to connect with more industry influencers and potential members. We're currently in the final stages of selecting an APEX CEO. Stay tuned for updates.

Taken as a whole, these profound changes and forward-thinking initiatives stand to put APEX front and center in the passenger experience industry. It's certainly an exciting time to be a part of APEX!

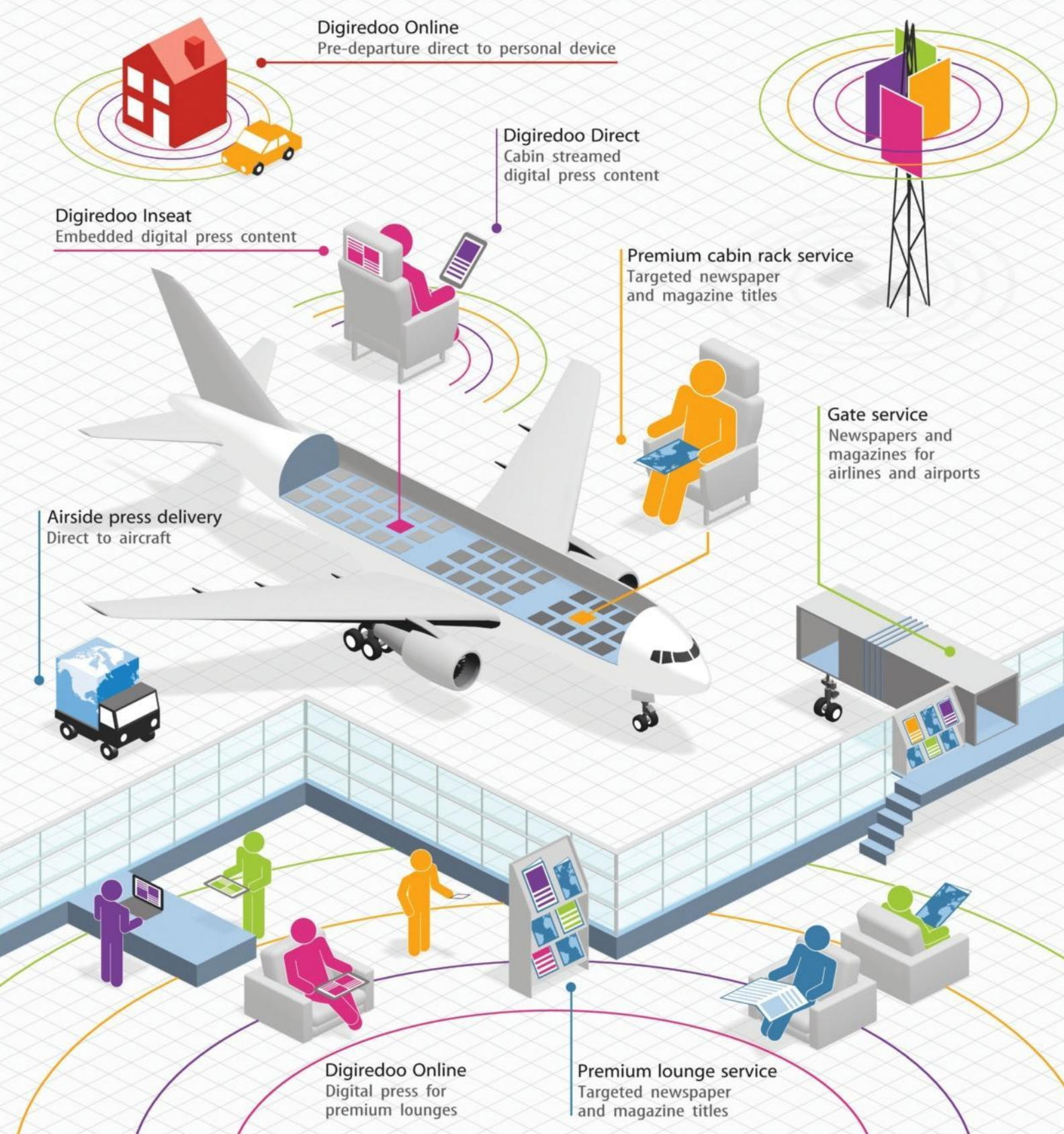
During this transition, we've been fortunate to receive constructive feedback from

members from every sector. We continue to seek your input in the weeks ahead and I encourage all of you to attend our Annual General Conference at the EXPO. My direct contact information, as well as the entire Board's, is available at the new [apex.aero](http://apex.aero) website, so don't hesitate to reach out.

I'm excited to see all of you in Portland in a few short months. Have a great summer! ■

› Alfy Veretto  
APEX PRESIDENT  
[Virgin America](http://Virgin America)





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**Alan McInnes** Business Development Manager  
 Direct: +44 (0) 7947 720924 / Desk: +44 (0) 1753 485000  
 alan.mcinnnes@dawsonmd.com  
 dawsonmd.com



# That's Entertainment!

It's no secret that our association has its roots in entertainment. Our earliest incarnation was the Airline Entertainment Association (AEA) in 1979, meant to help airlines and their suppliers better deliver the new technology known as in-flight movies.

My, how things have changed since then! By 1985 the AEA had expanded to represent global members and became the World Airline Entertainment Association (WAEA), continuing its efforts to improve in-flight entertainment through 2010 when the WAEA further evolved and became the Airline Passenger Experience Association (APEX). This second name change is truly reflective of the strides the industry has made over the decades and the importance that entertainment continues to have in shaping a valuable and memorable passenger experience.

This latest issue of *Experience* looks at the multitude of ways that member companies are working to entertain passengers through high-value engagement, both on and off the aircraft. And we're particularly impressed by the efforts that the association is making to offer entertainment options for all passengers, particularly through its work on closed captioning and descriptive audio.

There were also plenty of entertainment offers on display at the recent MultiMedia Market in Prague, where we saw the latest and greatest from content owners from around the world. (It is also where the APEX Media team lost the annual trivia contest by a hair in overtime, but we would prefer not to talk about that.)

Well-produced content will undoubtedly continue to have a place on board – it just might not always be exclusively found in an in-flight magazine or seatback screen. As the industry continues to evolve, we will begin to look to our personal devices, fellow passengers and crew, or even at virtual projections on an aircraft cabin wall as a source of entertainment. Projections at the head of the cabin... now wouldn't that be a throwback. ■

TERRI AND AL



› Al St. Germain  
PUBLISHER



› Terri Potratz  
EDITOR

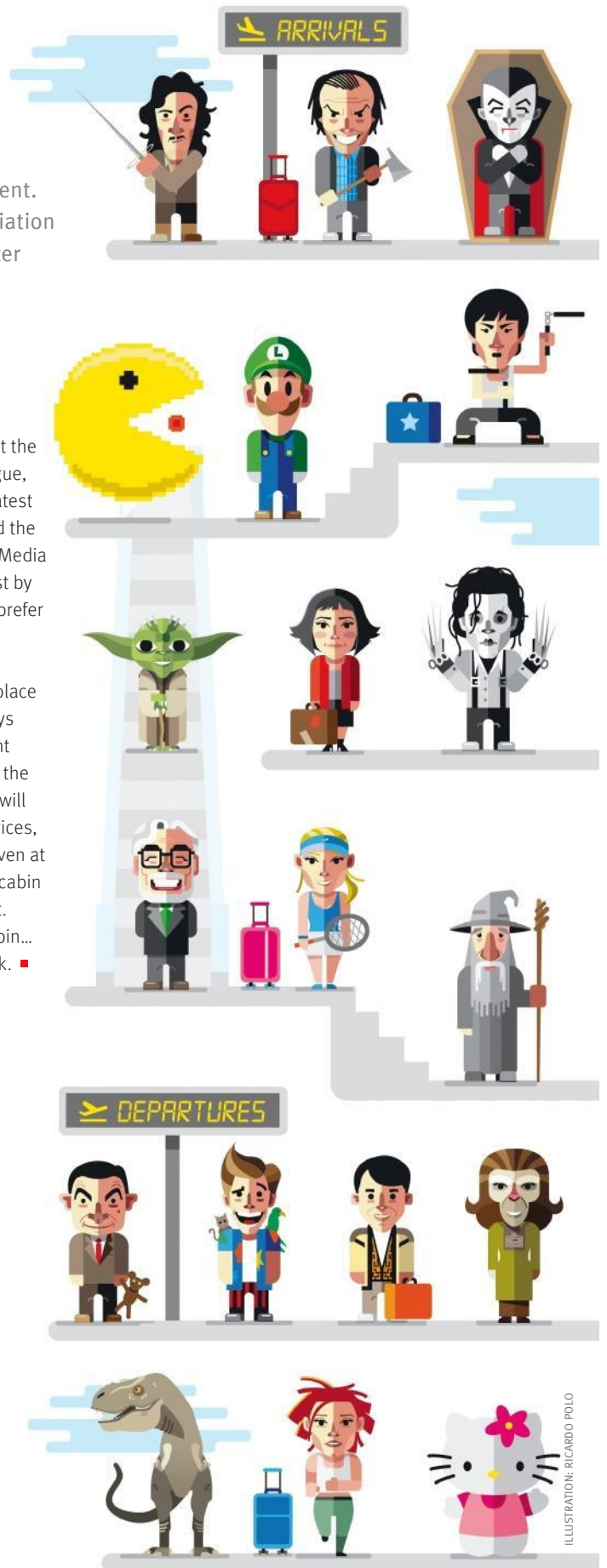


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# Featured

VOLUME 5, EDITION 4  
JULY - AUGUST 2015



**BEE JOHNSON** is a New York-based freelance editorial and book illustrator. Her best in-flight conversation with a seatmate was with a veteran cab driver who shared fascinating tales about people he had picked up over the years, from celebrities to carjackers: “His storytelling was the best in-flight entertainment, hands down.”



See Bee's work on page  
> 39



**FERGUS BAIRD** is an oddball writer who currently lives in Montreal. His advice on how to beat jet lag is the same rule he applies to the rest of his problems: Just sleep until it goes away. Best airport experience was in Heathrow's business lounge before he moved to Canada: “Took the edge off, at least!”



Read Fergus' work on page  
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**SEBASTIÁN UTRERAS** is a Chilean photographer with more than 13 years of editorial experience. His recommendation for beating jet lag is radical: Endure the sleep deprivation! It's his only recipe for adjusting to a new time zone. His most memorable airport is the maze-like Madrid-Barajas, where he always seems to find a new pathway through.



See Sebastián's work on page  
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**SHALLOM JOHNSON** is a freelance writer, visual artist and contemporary dancer based in Vancouver, BC. To beat jet lag, she stays up all night before getting on the airplane so she can sleep in the air, and never forgets her bottle of melatonin. Once she lands, she tries to stay up as long as possible to override the body's time-zone confusion.



Read Shalom's work on page  
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COVER ILLUSTRATION  
BY RICARDO POLO

## APEX Experience Magazine

575 Anton Blvd, Ste. 1020  
Costa Mesa, CA 92626  
+1 714 363 4900

### > Publisher

AL ST. GERMAIN  
[al.stgermain@spafax.com](mailto:al.stgermain@spafax.com)

## EDITORIAL

### > Editor

TERRI POTRATZ  
[terri.potratz@spafax.com](mailto:terri.potratz@spafax.com)

### > Copy Editor

KATIE SEHL  
[katie.sehl@spafax.com](mailto:katie.sehl@spafax.com)

### > Community Manager

JESSICA SAMMUT  
[jessica.sammut@spafax.com](mailto:jessica.sammut@spafax.com)

### > Copy Writer

CAROLINE KU  
[caroline.ku@spafax.com](mailto:caroline.ku@spafax.com)

### > Research Assistant

ELLA PONOMAROV

### > Contributors

FERGUS BAIRD, CHARMAINE CHARTIER, MARISA GARCIA, SHALLOM JOHNSON, JASON KESSLER, TOMÁS ROMERO, PAUL SILLERS, MARYANN SIMSON, HOWARD SLUTSKEN, SOPHIE WOODROOFFE, JORDAN YERMAN

## ART

### > Art Director

NICOLAS VENTURELLI  
[nicolas.venturelli@spafax.com](mailto:nicolas.venturelli@spafax.com)

### > Graphic Designer

EVA DORSCH

### > Graphic Design Intern

MICHÈLE FOG

### > Contributors

NELSON AEDO, TEODORU BADIU, MARCELO CÁCERES, ÓSCAR CHÁVEZ, MANUEL CÓRDOVA, GABRIEL EBENSPERGER, FORMA & CO, BEE JOHNSON, JORGE DE LA PAZ, RICARDO POLO, CLARA PRIETO, MIQUEL TURA, SEBASTIÁN UTRERAS

## PRODUCTION

### > Production Director

JOELLE IRVINE

### > Acting Production Director

MAUREEN VEILLY

### > Production Managers

ANDRÉANNE LAFOND  
FELIPE BATISTA NUNES

### > Assistant Copy Editors

DIANE CARLSON  
DEANNA DORITY

### > Fact Checkers

TARA DUPUIS  
LEAH ESAU

### > Proofreaders

KATIE MOORE  
ROBERT RONALD

## ADVERTISING

### > Sales Director

STEVE O'CONNOR  
[steve.oconnor@spafax.com](mailto:steve.oconnor@spafax.com)  
+44 207 906 2077

### > Ad Production Manager

MARY SHAW  
[mary.shaw@spafax.com](mailto:mary.shaw@spafax.com)

### > Ad Production Coordinator

ANNE MARIE NGUYEN

## SPAFAX CONTENT MARKETING

### > President

RAYMOND GIRARD

### > Senior Vice-President, Content Strategy

ARJUN BASU

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content on the go

# APEX in Action

APEX members descended upon the city of Prague for the 2015 MultiMedia Market, held at the Forum Karlin, and the Networking Event and Quiz Night, held at the Art-Nouveau style Municipal House.



See more photos online at [APEX.AERO/PRAGUE](http://APEX.AERO/PRAGUE)



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- 1. Agnieszka Jacquemot and Johannes Jauch, Axinom
- 2. Scott Scheer, Panasonic Avionics
- 3. Ali Alaradi, Gulf Air; Lauren Beneri and Kirsten Arthur, APEX
- 4. Jackie Lipka, Bloomberg; Liz Wilson, Discovery Communications; Jovita Toh and Jackie Sayno, Encore Inflight; Cassie Yde and Mary Joyce, The Television Syndication Company
- 5. The winning trivia team, The Hot Girlz, takes the trophy
- 6. Russ Lemieux, APEX; Dirk Ottens, Lufthansa Systems
- 7. Tom Burton, Twofour; Jana Janicky, Shorts International
- 8. Hombeline Leonard and Florence Coriat, Air France



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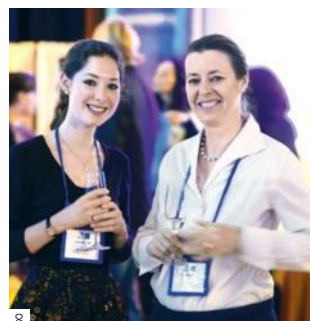
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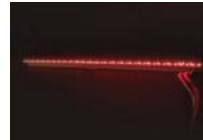
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# This Issue



Read about Qantas' virtual reality  
> APEX.AERO/VIRTUAL



## Forthcoming Fringe

In the shadow of big-budget blockbusters and prime-time television, lesser-known media, the kind usually reserved for viewing alone on your personal electronic device, is edging into mainstream. Once regarded as nerdy, a captivation with virtual reality, anime, cute things or even socks may be the new norm. Seatmates are less likely to sneer when you consume cat videos openly as fringe entertainment makes its way onboard.

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# Kids' Corner



Read more  
about kids' IFE  
> [APEX.AERO/KIDS](#)

As any parent knows, flying with little ones in tow can be a challenge, but many airlines are now offering extra-special perks for young travelers to make the in-flight experience more enjoyable for both children and parents – not to mention anyone sitting in close proximity.

BY SHALLOM JOHNSON

With personal electronic devices enabling kids to bring their favorite movies and games with them in transit, airlines have had to provide options for in-flight entertainment beyond the typical digital offerings. Virgin Atlantic's K-iD Packs come stocked full of goodies for kids to use while on holiday, including goggles or snorkels, warm socks, a rainbow pen and a *Where's Wally?* book,

as well as a child-sized eye mask, printed with shutter shades – a definite must-have for any young Kanye West fan.

Emirates is also thinking outside the sandbox when it comes to children's games. It has partnered with sports lifestyle brand Quiksilver to offer backpacks filled with sports-themed treats, including a travel journal, wallet and playing cards with fun trivia. For preschool children who can't get enough of their plush toys, Emirates has developed a family of 12 collectible "Fly With Me Monsters." Each critter comes with a set of colored pencils and a *Fly With Me Monster* magazine, filled with activities and games.

But toys and games are only one piece of the puzzle. Seneca Robichaud, a Canadian mother of two whose family splits its time between homes in Alaska and Mexico, says, "For my kids, the key is food and drinks. If you bring us something more than water and sesame sticks, we are pretty happy." Lufthansa has gone the extra mile to please its

## Emirates is thinking outside the sandbox when it comes to children's games.

youngest passengers' picky palates. In December 2014, the airline launched a brand-new set of colorful menus with nutritious items created by German celebrity chef Sybille Schönberger and selected by kids, for kids.

Programs such as these have the potential to not only make flying a positive experience for families, but to also spark kids' interest in the aviation industry, planting the seed for the pilots, flight attendants and other industry professionals of tomorrow. ■



Emirates offers 12 collectible "Fly With Me Monsters" toys for children.

# Entertaining Safety



View our vintage safety card gallery  
 > [APEX.AERO/CARDS](http://APEX.AERO/CARDS)

Airline briefing cards convey crucial safety information to passengers, but the problem is, few passengers read them.

BY KATIE SEHL  
 ILLUSTRATION MIQUEL TURA

Air safety information – though vital – can often be pretty dull, which is likely why airlines worldwide have been remodeling their pre-flight safety videos with supermodels, Hollywood stars, ALF and even dancing nuns. But in addition to the pre-flight safety briefing, governing bodies such as the FAA require that airlines provide safety cards for each passenger containing instructions on how to respond in the event of an emergency, as well as some basic information, like how to fasten your seat buckle. With only a small percentage of passengers actually reading them, a little sprucing up of safety cards may be in order.

According to Eric Ericson and Johan Pihl, who chronicle the evolution of safety cards in *Design for Impact*, early cards dating back to the 1930s contained only text. Later, cards in the 1940s added illustrations and tried to assuage passengers' fears of flying with distracting slogans like "No wet feet for you!" Cards gradually became more complex, and included photographs and diagrams of safety apparatuses and exit locations. Airlines saved money by issuing a uniform card fleet-wide until 1967, when the FAA required that each aircraft have a specific card.

Around the same time, studies on the comprehensibility of briefing cards started to emerge. A 1967 study by F.M. Dwyer found that diagrams were preferred to

**In 1967, the FAA required that each aircraft have a specific card.**

**DON'T** Include unnecessary illustrations as this takes extra space and detracts from crucial information

**DON'T** Use a variety of bright colors or cartoon-like illustrations – this will make the card seem childish

**DON'T** Put too much detail in the illustrations, this makes the card busy and harder to read

**DON'T** Place elements randomly on the page

**DON'T** Use graphics that can be misinterpreted without any explanation

**DON'T** Have more text than necessary or the card will seem too daunting

**DO** Use a simple header that clearly indicates what the card is

**DO** Provide concise instructions in as few steps as possible

**DO** Accentuate with colors to make important elements demand the reader's attention

**DO** Group related elements to help the reader easily find information

photographs since “diagrams apparently require less study to distinguish important from insignificant details.” Despite the ensuing proliferation of pictograms on cards, a more recent study presented by the FAA in 2013 at the 7th Triennial International Fire and Cabin Safety Research Conference found that the average comprehension of safety card pictograms was only slightly above 50 percent.

While color has long been employed by advertising firms to draw attention, its use

on safety cards can be tricky. A 1997 study called “The Comprehensibility of Airline Safety Card Pictorials” found that it can be difficult for readers to discern whether color is being used as a design choice or to convey information. Best practices, most studies find, involve keeping the design simple and opting for common and recognizable symbols.

Thus, the conundrum remains: Simplicity – though boring – is more understandable, but since it’s boring, the cards go unread. For now, at least, glitz and glam isn’t in the cards. ■





  
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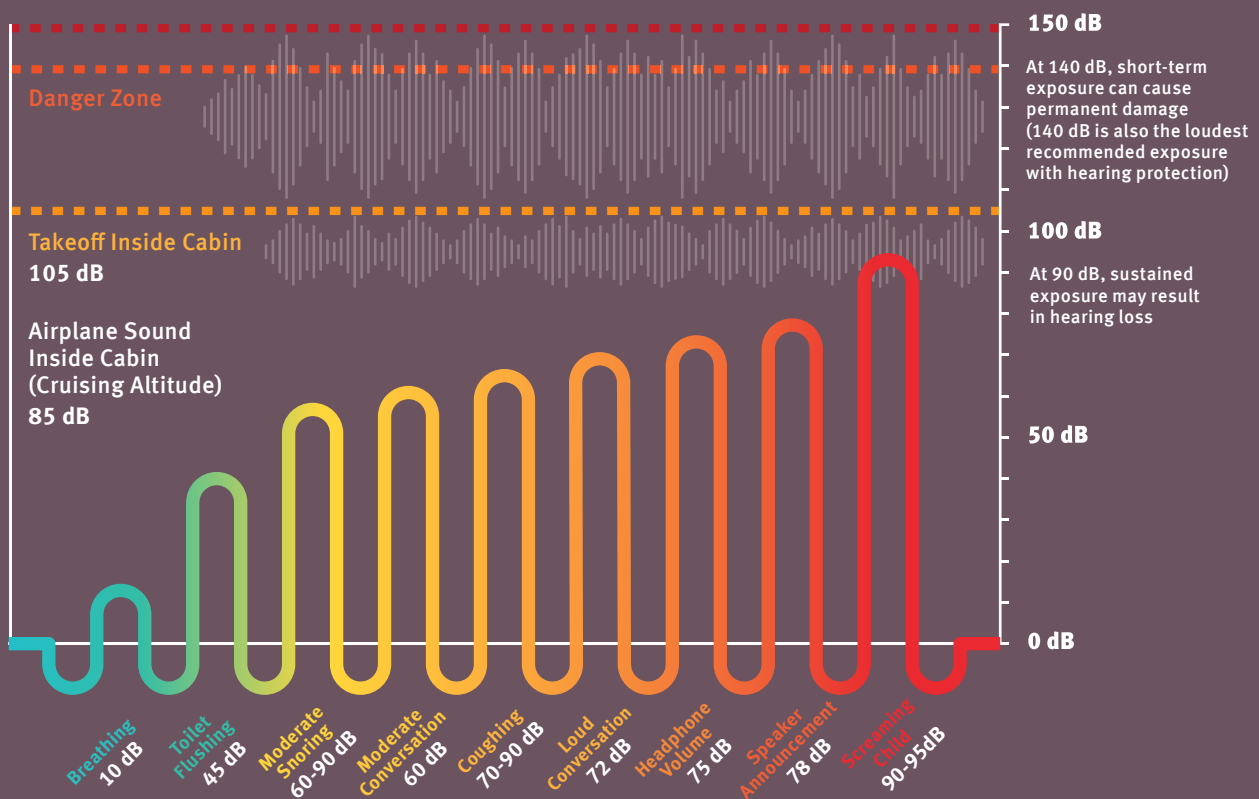
# The Consequence of Quiet



Read about noise-absorbing fabrics at [APEX.AERO/FABRIC](http://APEX.AERO/FABRIC)

Aeronautics engineers are continually working to develop quieter jet engines in an effort to reduce some of the problems associated with airborne noise pollution. But could quieter airplanes negatively impact the in-flight experience for passengers?

BY FERGUS BAIRD | ILLUSTRATION MANUEL CÓRDOVA



It's commonly accepted that many people find repetitive auditory phenomena like white noise to be soothing rather than irritating. There are numerous YouTube playlists of looping sounds chosen to help people sleep, including a 24-hour cycle of *Star Trek's* U.S.S. Enterprise, engines thrumming as it cruises through space. While this obviously doesn't apply when noise levels exceed a certain threshold, the purr of a jet engine in-flight may have a similarly calming effect on passengers, contributing to a more "Zen-like" mentality onboard.

On the other hand, an air cabin that's so quiet you could hear a pin drop could be a little disconcerting. The sound of

a well-oiled, functional engine puts passengers at ease, providing a sense of security in the knowledge that one is safe and sound up in the air. As suspense films have shown us, when it's "too quiet," something isn't right. Engine noise may be tiresome, but it also assures passengers that the airplane is in good working order.

Besides being associated with the unheard unknown, silence can reveal sounds best left unheard. A softly humming jet engine conveniently masks much of the cabin's ambient noise. For some, this dull roar is preferable to hearing passengers slurping down drinks and noisily crunching on pretzel

snacks. The drone of an engine is the perfect aid for tuning out loudly snoring passengers and fussing babies, and the jet engine's lullaby could even relax little ones who might otherwise threaten peace aboard the aircraft.

Silent engines will be an incredible development for the air industry, but there's no doubt that for passengers, the new quiet will be an adjustment. Nowadays travelers bothered by engine noise will generally bring earplugs onto the airplane, but ironically enough, passengers may soon bring them onboard for a different reason: to block out an unnerving silence, and the cacophony of sounds that come with it. ■



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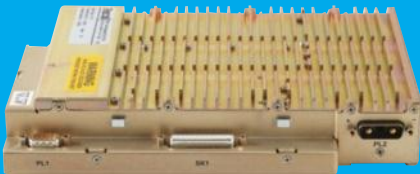
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# Diversionsary Tactics

These entertainment offerings at airports around the world help travelers beat terminal boredom and improve the airport-end of the passenger experience.

BY CHARMAINE CHARTIER



## MAKING WAVES

By virtue of visionary technology, those traveling through Munich International Airport during its annual Surf & Style event can “hang 10” in the world’s largest artificial standing wave.



## STAR-STUDD

With a beautiful 360-degree projection of over 40,000,000 heavenly bodies, Tokyo’s Haneda Airport Planetarium will leave you starstruck.

## TAKE NOTE

A renowned aspect of Austin-Bergstrom International Airport is the Music in the Air attraction featuring six live-music stages with over 20 concerts a week.

## GAME ON

Using any global coin currency, passengers arriving at either Stockholm Arlanda or Göteborg Landvetter airports can play retro arcade games such as Ms. Pac-Man, Space Invaders and Galaga. All money is donated to the Swedish Red Cross.

## PAWSITIVE EXPERIENCE

A growing number of airports, whether in Miami, Florida or Edmonton, Alberta, sponsor a trained therapy-dog program to ease the travel experience.



## ICE BREAKER

Seoul’s Incheon International Airport is home to the Ice Forest, the first skating rink to set up shop in an airport. Made of space-age synthetic ice, it keeps skaters dry and permits all-season use.

## GET HOOKED

Set amongst the most stunning collection of Northwest Coast Native art in the world, Vancouver International Airport’s two marine aquariums showcase over 5,000 aquatic creatures. ■

## SPINE CHILLING

If you’re ever in Christchurch, New Zealand, check out the interactive International Antarctic Centre. Adjacent to the international airport, its diverse adventures include the Penguin Encounter and an outdoor jaunt on an Antarctic all-terrain vehicle.



## SENSORY SATURATION

At Amsterdam Airport Schiphol, enthusiasts settle into motion-based seats and experience virtual 3-D ride adventures intensified by sound, wind and lighting effects in the world’s first airport 6-D XD theater.



Catch Surf & Style  
2015 at Munich Airport  
▶ [APEX.AERO/WAVES](http://APEX.AERO/WAVES)

PHOTOS: SWEDAVIA; PÅR WILHELMSSON; AUSTIN-BERGSTROM INTERNATIONAL AIRPORT; SCHIPOI; LARRY GOLDSTEIN

# Connectivity Frontiers



For more news on connectivity, visit [APEX.AERO/CONNECTIVITY](http://APEX.AERO/CONNECTIVITY)

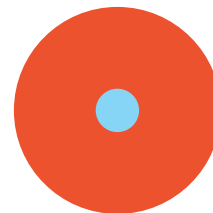
Connectivity is the fastest growing segment in the passenger experience marketplace, so we chart out the next frontiers of the market that's making LiveTV, BYOD and high speed Wi-Fi a necessity.

BY KATIE SEHL | ILLUSTRATION FORMA & CO



Connected aircraft numbers to triple over next 10 years

Satellite technology will be the main benefactor of connectivity market growth



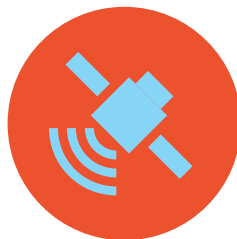
\$440 million  
\$2.1 billion

In-flight connectivity services are expected to grow from \$440 million in revenue generated from airline passengers in 2013 to \$2.1 billion by 2023



12,900 commercial and  
24,000 business

aircraft will provide in-flight connectivity to passengers by 2023



Capacity requirements of more than 40 Gbps of traffic will be carried over commercial Ku- and Ka-band satellites by 2023



Take-up rate per passenger: 6%

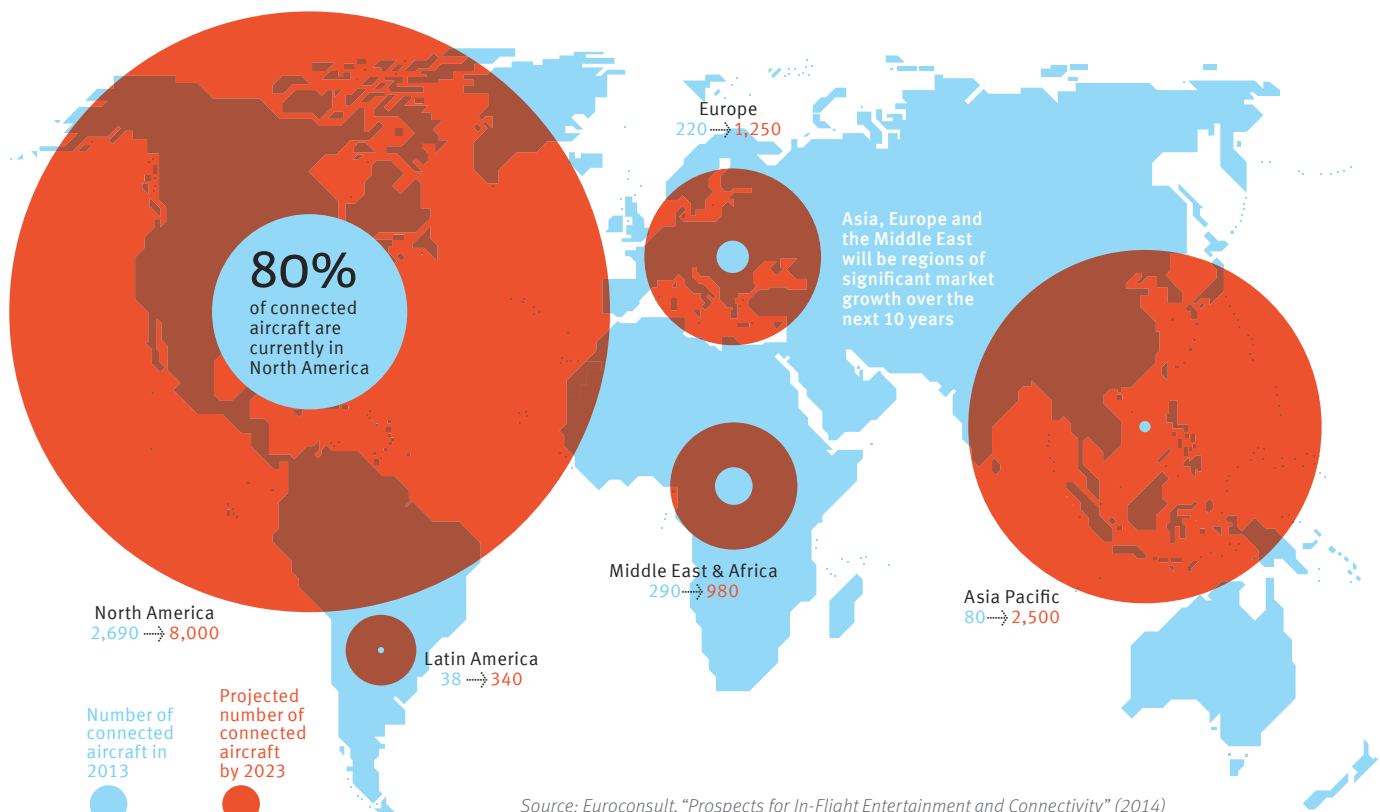


Average revenue per session: \$10.4

**59 airlines globally**

currently provide in-flight connectivity services through satellite or ATG networks

## Projected Growth of Connected Commercial Aircraft Around the World





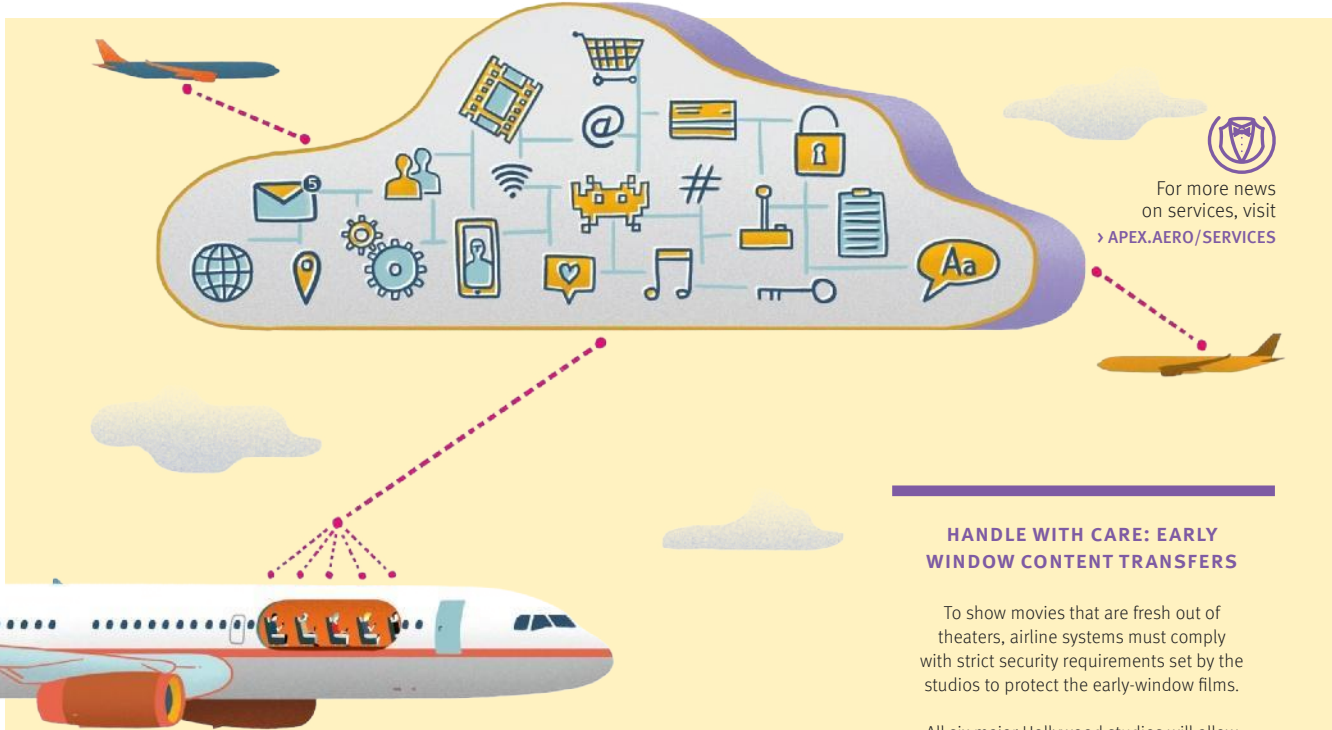
# AN EYE TO THE FUTURE

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# Airlines Get Comfortable With the Cloud

Data files are getting bigger, but how suitable is the cloud for large data transfer within the constraints of aviation security requirements?

BY MARISA GARCIA  
ILLUSTRATION JORGE DE LA PAZ

Film studios and production companies rely on services like Aspera and Arkena to share and transfer large content files through the cloud. Both offer high-capacity file transfer and a high degree of security. But the large files airlines must manage contain sensitive financial, technical and security details that must be protected. The unique formatting of in-flight entertainment (IFE) content makes it expensive and

airlines must protect the intellectual property of their supplier partners, including early-window content.

In the past, sensitive data was maintained on storage media and servers on site. Even now airlines rely in part on content runners – people who deliver hard drives directly to the airplane – for file transfer. But aviation-specific, secure cloud-based solutions are increasingly attractive alternatives.

“There is clearly a cloud trend happening with the way our industry handles large files across various operating domains, through the use of powerful server, storage and network infrastructure, with smarter networks and collaboration solutions, as well as better tools and best practices,” explains Benoit Verbaere, portfolio director, Cloud, SAAS and ISV at SITA.

Airlines have begun using the cloud for content delivery networks, which

## HANDLE WITH CARE: EARLY WINDOW CONTENT TRANSFERS

To show movies that are fresh out of theaters, airline systems must comply with strict security requirements set by the studios to protect the early-window films.

All six major Hollywood studios will allow early window content on airline-provided seatback displays and tablets, but not on personal devices.

Currently, early window content is manually transferred to aircraft through encrypted cartridges and delivered by content runners to prevent data piracy.

While wireless file transfers are the future, studios are still wary of distributing early window content through this channel.

improve the handling of rich static content for websites and e-commerce, including mobile devices. The cloud is also host to IFE post-production platforms that allow airlines to handle large infotainment files securely, says Verbaere. “It is the combination of faster networks and platform processing that created this capability, which is now better handled than in the airlines’ own data centers,” he tells us.

“Security is one of the most important criteria for IT, for regulatory and compliance with industry standards,” says Verbaere. The industry uses various levels of rights, encryption, design and operating procedures. Encryption may be embedded within the application and software development. With tailored processes airlines can also protect their sensitive data, such as customer details and other applications, just as they protect licensed IFE content. ■





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# Flying While Famous



See our list of celebrity-friendly airports  
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Back in Hollywood's Golden Age there was no better advertisement for an airline than a movie star stepping off an airplane to the flashes of cameras and mobs of adoring fans, so keeping high-profile flyers happy became a top priority.

BY MARYANN SIMSON

ILLUSTRATION ÓSCAR CHÁVEZ

Today, entertainment and aviation remain wedded in many ways, but flight has also become a prerogative of the masses. As such, much of the glamour once associated with it has gone. Airports are busier and security is tighter. A celebrity's odds of being whisked – champagne in hand – by an airline through a secret door or tunnel to the aircraft are slimmer than they once were.

Luckily for today's celebs, there are services like Airport Assistance Worldwide, a long-established VIP meet-and-greet operation based in Los Angeles, and a go-to for celebrities who want help navigating throngs of fans, aggressive paparazzi, customs lines and security checks at more than 400 airports around the globe.

"It's a really challenging, very interesting job with a new story every day," says Michele Kohler, vice-president operations at Airport Assistance Worldwide. "There's a lot of competition now, but we have been around for a very long time. A lot of our agents in Los Angeles are former airline employees, so they have tons of experience."

According to Kohler, the vast majority of celebrities – even the most modest – use services like hers. Airport Assistance Worldwide works with airline agents and airport personnel to facilitate smooth transit for high-profile travelers. They will coordinate with drivers on curbside meets, help with check-in and accompany VIPs through security in an expedited fashion wherever possible.

"Once we get them past security, they might want to use a VIP lounge. Sometimes we can get them a private conference room or a suite,"



Kohler says. "We once had a situation where a small airport simply had no lounge, but a supervisor had a spare room that was going to be empty. That's where we placed the VIP until boarding to keep them out of the spotlight."

Airport Assistance Worldwide does everything it can to make things easier for its clients, from small errands like grabbing a coffee or parking a vehicle to more complex services like creating diversions that allow VIPs to slip out of the terminal unnoticed. "We like to say that we do anything that they ask. As long as it's within legal parameters and it's something that can be done at the airport, then we will say yes," says Kohler.

In 2007, American Airlines launched a similar VIP program, Five Star Service, at John F. Kennedy International Airport in New York City, offering services like expedited check-in, escorted travel and lounge access for a fee. The program has since grown to include 14 destinations worldwide, and many other airlines, among them Delta, Air France and Emirates, have launched similar VIP options at select airports.

Not surprisingly, Kohler feels that LAX is easily the busiest hub for famous flyers and

has the worst problem with paparazzi. London Heathrow is likely the second-most active airport for celebrities, she says, but according to Kohler, the British are simply not as enamored with stardom and generally doesn't react as strongly to seeing them. "There must be something about the American culture. They're just a little obsessed." ■

## WHEN STARS FLY

- › Airport Assistance Worldwide recorded more than 10,000 bookings in 2014. Roughly 50 percent of those bookings were for celebrities.
- › Customs is the great equalizer. In most airports, everybody goes through the same customs procedure regardless of wealth or status.
- › In 2010, a Virgin Atlantic employee resigned following allegations that she gave the flight details of eight international celebs to a paparazzi agency called Big Pictures.
- › Rapper Kanye West, actor Russell Brand, supermodel Cara Delevingne and Icelandic singer-songwriter Björk have all famously attacked or chased paparazzi at airports around the world.

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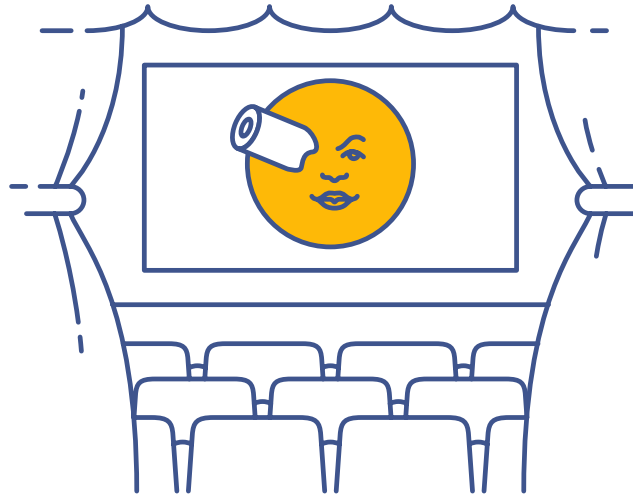
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# From Silver Screen to Seatback

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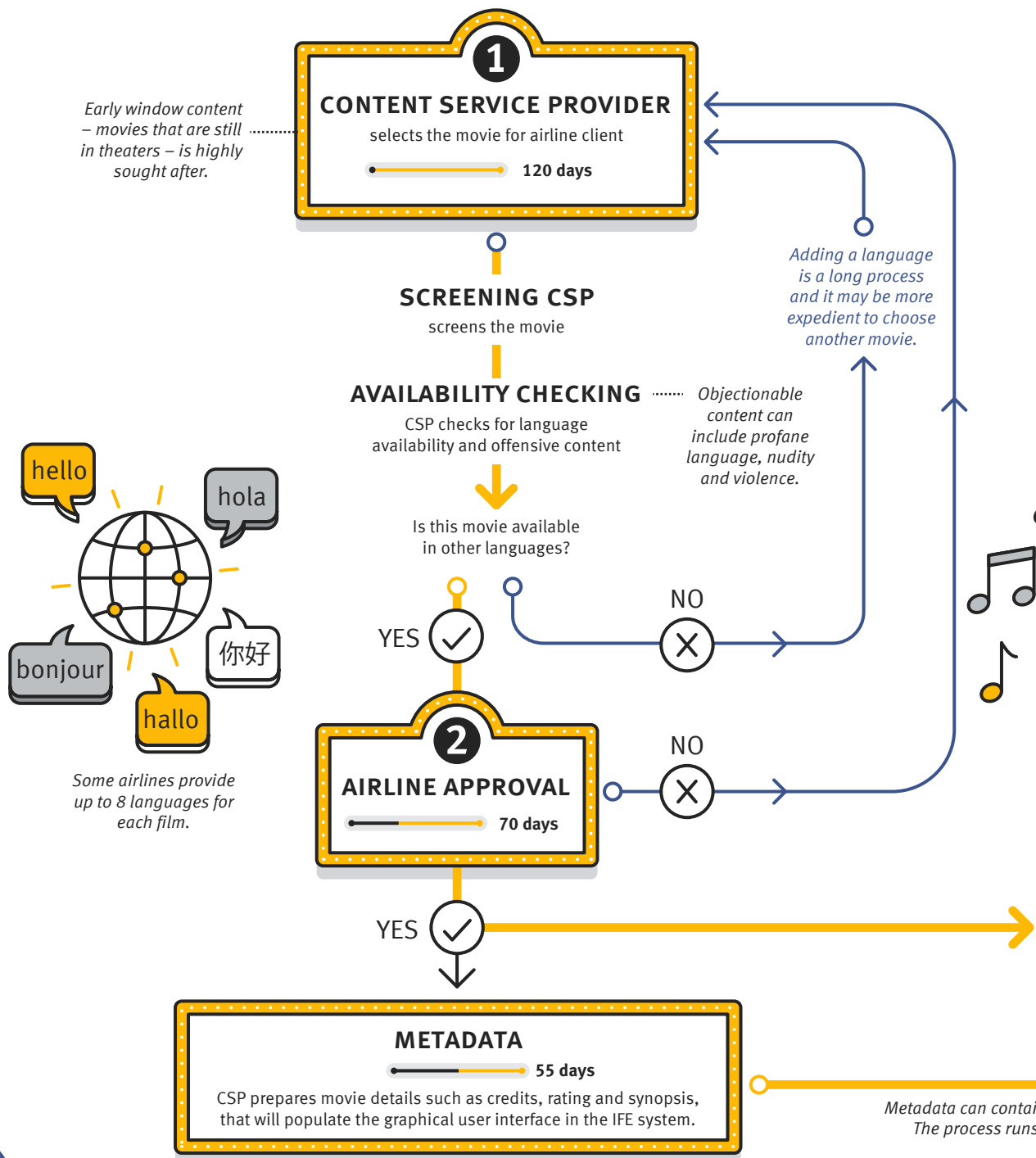




# ★ FROM SILVER SCREEN TO SEATBACK ★

From choosing a film to content loading, the four-month movie selection process involves numerous steps along the way.

BY CAROLINE KU | ILLUSTRATION MARCELO CÁCERES





**5**  
**QUALITY CONTROL**  
CSP and lab verify that movie meets airline's requirements  
30-20 days



The integrator is a third-party that manages and integrates media from the CSP and lab and distributes to the airline.

Integrators handle up to 100,000 files, containing at least 50 terabytes of data per month.

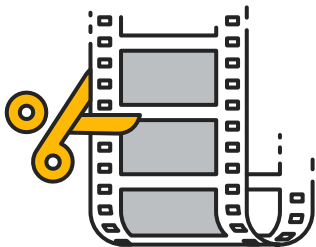
**EDITS FILM IF NECESSARY**  
**ENCODE TO IFE SYSTEM SPECS**

Movies prepared for overhead screens need to be appropriate for general audiences.

**MORE EDITS REQUIRED**

**6**  
**INTEGRATOR**  
receives movie from the lab and metadata from CSP.  
30-20 days

**PREPARES LANGUAGES TRACKS**



Encryption and watermarks exist at numerous levels to safeguard movies from being pirated.

**MOVIE IS PACKAGED**

with metadata and additional titles

**4**  
**LAB**  
receives master movie from the studio  
60-50 days

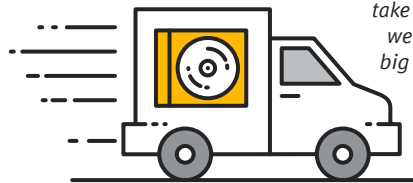


**QUALITY CONTROL**

content is tested in graphical user interface

15 days

**3**  
**MOVIE STUDIO**  
sends master digital file to the lab  
75 days



Content loading can take up to a week for big fleets.

**FINALIZE & DELIVER**

10-5 days

**CONTENT RUNNERS**

deliver movie to aircraft

**7**  
**MOVIE IS LOADED**  
onto the airplane's server  
-0 days-



ends of individual fields. Presently with steps 3-6.

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# Out of the Box



See the latest in service products

▶ [APEX.AERO/TABLEWARE](https://www.apex.aero/tableware)

Snack boxes are getting trendy. With their easy-to-manipulate designs and assortment of colors and styles, they keep in-flight snacking fresh in more ways than one.

BY JENN WINT | ILLUSTRATION TEODORU BADIU

## SUSTAINABLE MATERIALS



Recyclable paperboard, such as kraft paper, is a popular material.



Plastics have the ability to be washed, reused and rotated.

Modern snack boxes are designed to fit perfectly into Atlas trays and meal carts, optimizing the space available for refreshments; when passengers have finished snacking, the boxes collapse flat. Stacked neatly, they are easy for staff to efficiently recycle and restock.

Design and color provide opportunities to reflect brand character and current marketing initiatives. “Brands can easily incorporate personalized themes and create regional campaigns through snack box design,” explains Peter Diehl, vice-president of sales and marketing at RMT Global Partners. “Many airlines will change their tray liners three to four times a year to keep things fresh for frequent flyers. Using partitions, lids with clear windows, stickers and liners, it’s straightforward



## CONTROLLED PACKAGING

Specialized machinery and trained culinary staff allow for tighter control over quality assurance and more choice for passengers.

training and staff allows tighter control over ingredients, quality and contents than meals assembled on the airplane. Manufacturing staff can be properly trained to handle Halal cuisine, gluten-free or peanut allergies. The in-flight kitchen handles the packaged products but doesn’t create them, and therefore doesn’t require the training or equipment involved in producing specialty meals.

Packaging in a controlled environment offers increased variety for passengers. “Lower-cost airlines aim to provide flexibility and options for passengers combined with convenience. There are many options in content and quality,” explains Diehl. “Snack boxes make the meal process easy for both staff and passengers. We expect this trend to stick around.” ■

## PERSONALIZED THEMES

Customizable design options that can represent an airline’s brand are desirable.

and cost-effective for brands to keep the look of their snack boxes updated.”

Sustainability is also a popular consideration in the design of snack boxes. Diehl says kraft paper is a desired material. “Brands are looking for a cradle-to-cradle product – one that is made from recycled materials and then in turn

## STACKABILITY

Being able to save on space, both for loading and offloading, is a major advantage when using well-designed snack boxes.

is recycled; it’s a big loop.” Reusable snack boxes are also available should an airline wish to wash, reuse and rotate its containers.

A benefit to recyclable materials over reusable is the option to have the snack boxes packaged off-site, Diehl explains. A manufactured environment with specialized machinery,



## Fun Food

Branded food and beverage can serve as a valuable marketing tool, result in a surge of seat purchases and increase airline loyalty.

BY JASON KESSLER

Can a tiny Japanese cat help fill seats on an airplane? The answer, based on EVA Air's successful collaboration with Hello Kitty, is a resounding yes. In fact, airlines worldwide are partnering with well-known brands to create a deeper connection with their passengers. This is especially apparent in terms of food and beverage, where branded products – everything from colorful potato chips to Kentucky Fried Chicken – are luring flyers aboard.

Branded experiences allow airlines to differentiate themselves from their competitors and signal to their passengers that they value

EVA Air's collaboration with Hello Kitty brought the brand partnership to the meal tray with themed items of food.



them. "Such approaches help create a stronger affinity between the airline and the passenger," according to Dr. Stathis Kefallonitis, founder and president of branding.aero. By exploiting the connections flyers have with certain brands, airlines are able to create a branding love triangle between themselves, the partner brands and the passengers.

The Hello Kitty/EVA partnership is perhaps the most visible example of this tactic today. EVA offers fully co-branded flights out of Taipei on jets with names like Love Apple and Speed Puff, where everything down to the meal service (think bowtie carrots and Hello Kitty's face seared into mushroom caps) is Kitty-themed. Based on the load factor of EVA's Hello Kitty jets, the marketing appears to be working. The same can be said for Japan Airlines and their popular culinary Air Series. Instead of an overall co-branding experience, the airline focused on their meal service, giving passengers a chance to enjoy

their favorite fast-food brands in the sky. In the past, fried chicken from KFC (a Japanese favorite since the 1970s), burgers from MOS Burger, and Yoshinoya beef bowls have all appeared on JAL flights. JetBlue takes this same approach with their snacks by serving name-brand foods onboard, including those that fit into their "blue" theme, like Terra Blues potato chips or Blue Marble ice cream served in its Mint cabins.

Ultimately, these marketing partnerships lead to more airline brand loyalty because people love the customized feel of a branded experience onboard and that makes them want to travel on that airline again. "A positive and consistent experience makes an airline brand trustworthy," says Kefallonitis. "This trust makes passengers want to live that experience over and over again." If all it takes to increase airline loyalty is a few Hello Kitty spoons and pillows, we may be seeing more Speed Puffs in the air soon enough. ■

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## AIRLINE PASSENGER EXPERIENCE: MEMBER ACCESS

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# Conversation Cues

Is talking to your neighbor while traveling a declining trend, made all too easy with the proliferation of seatback screens and personal devices? We decode your seat neighbor's willingness for conversation.

BY JENN WINT | ILLUSTRATION BEE JOHNSON

**M**any economy passengers hope they'll find an empty seat beside them on the airplane. The chance to stretch out and hog the armrest is a treat. Not having to worry about falling asleep with your head on a strange shoulder or being locked into uncomfortable conversation can make any air travel experience less stressful. Like it or not, other passengers are a part of the flying experience, and the compatibility of 21A to 21B is purely the luck of the draw. A chatty seatmate who lacks the understanding of personal space can cause even a short journey to be a painful experience. Common traits of those referred to as *that passenger* are taking up all of the leg and arm room, overstepping the boundaries of personal space, asking unsolicited questions and forcing conversation where it's not wanted.

Essentially, they lack the ability to read whether their neighbor wants to chat.

## PERSONAL SPACE

The average seat width in economy class is 17 inches with a pitch of 31 inches. *The Definitive Book of Body Language* by Barbara and Allan Pease states that one's social zone is four to 12 feet; one's personal zone is 18-48 inches; and one's intimate zone is from his or her face out six to 18 inches. This automatically places passengers seated beside one another in the intimate zone.

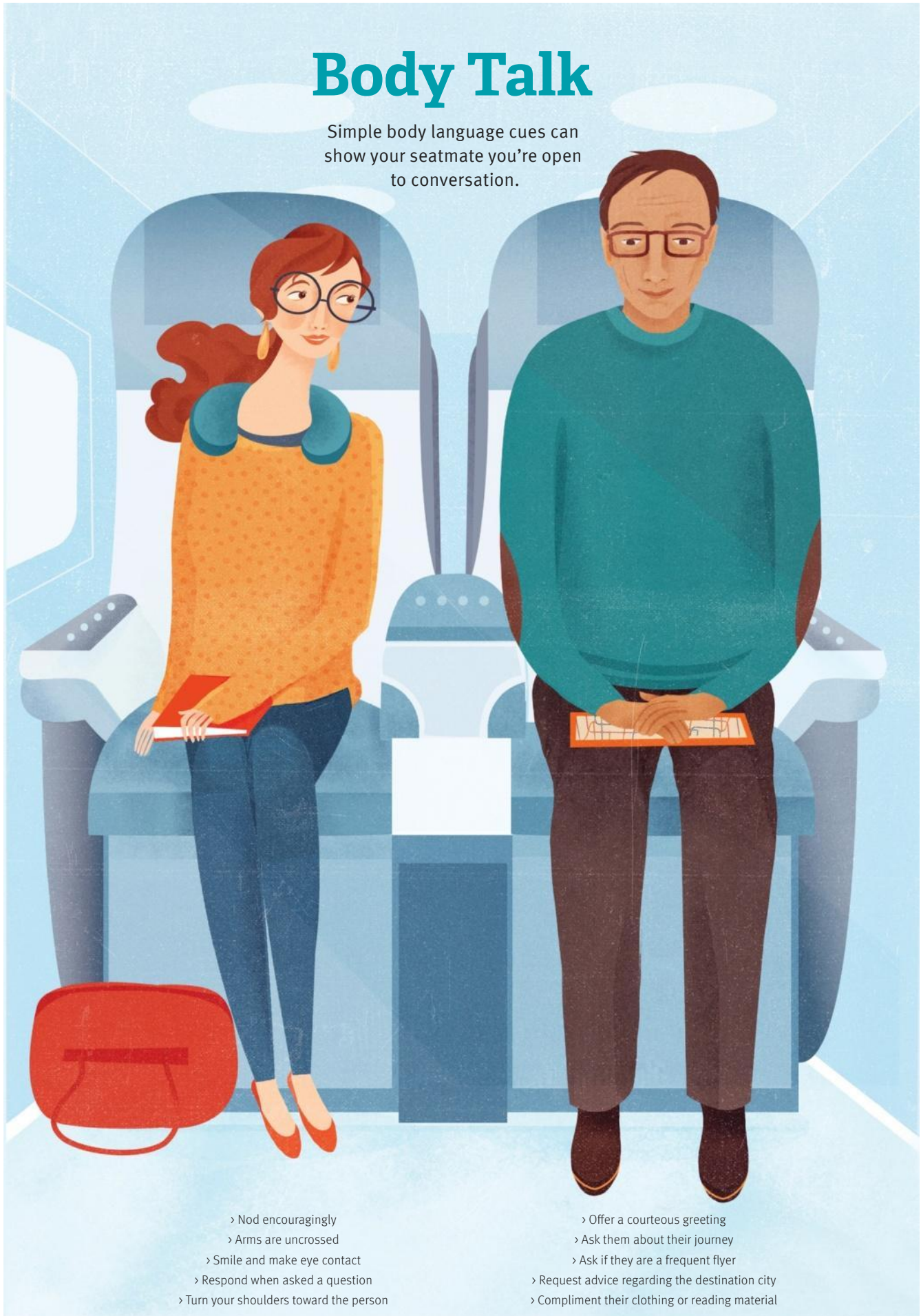
The rules for shared space are undefined and ever-changing; they vary by culture, circumstance and even by person. As passengers politely jostle for armrest real estate and determine where to put their legs, the opportunity for conversation hovers in

the air between them. "Some passengers deliberately turn a deaf ear to those next to them. Others open up and let their souls be seen. Most merely exchange passing pleasantries," says aviation reporter Jerome Greer Chandler on his blog.

Space is not only shared with those on the left or right. The Great Reclining Debate has highlighted the problems of shared space in all directions. Often to maximize comfort for all parties, a nod or a smile through the gap between seats is customary, but when people know they're taking up more than their allocated space, all eye contact is astutely avoided. This raises the question, when reserving a business- or premium-class seat, are passengers actually interested in more space for themselves or simply less shared space with others? ›

# Body Talk

Simple body language cues can show your seatmate you're open to conversation.



- › Nod encouragingly
- › Arms are uncrossed
- › Smile and make eye contact
- › Respond when asked a question
- › Turn your shoulders toward the person

- › Offer a courteous greeting
- › Ask them about their journey
- › Ask if they are a frequent flyer
- › Request advice regarding the destination city
- › Compliment their clothing or reading material

## SHARING IS CARING

Casual chitchat is one thing when you're in an elevator for a few minutes; it's quite another when you're stuck in one seat for 12 hours. There's a lot that can be covered in that time period. "I learned the hard way to never ever tell anyone on a flight I'm a clinical counselor," shares one passenger. "As soon as the word 'counselor' is out of my mouth, they take it as full rein to share their life story. I am careful about the books I read on airplanes as well. If I'm reading a psychology book, I find that opens me up to questions and conversation. I travel often for business, I want to enjoy my time alone on the airplane to catch up on reading or listen to music. I don't want to use that time to provide a free session to the person I'm fighting with over the armrest."

Despite some passengers relishing alone time, many enjoy a chat, provided it's on their terms. "We're most comfortable opening ourselves to conversations with strangers when there's high visibility and various exit points, like in an outdoor public square," explains Jorge Amigo, community

builder and founder of the social initiative #bemyamigo, aimed at facilitating human connections. "It's the opposite situation on an airplane. Without an exit plan, you could find yourself feeling trapped."

"In an in-flight situation, you rely on the reciprocal social skills of other passengers intuitively receiving visual cues," Amigo continues. "These cues include holding your headphones, scrolling through the entertainment options or getting out a book. Although given the available space on an airplane, often body language cues aren't enough: You have to speak up and politely say you're ready to read."

## SEATBACK DISTRACTION

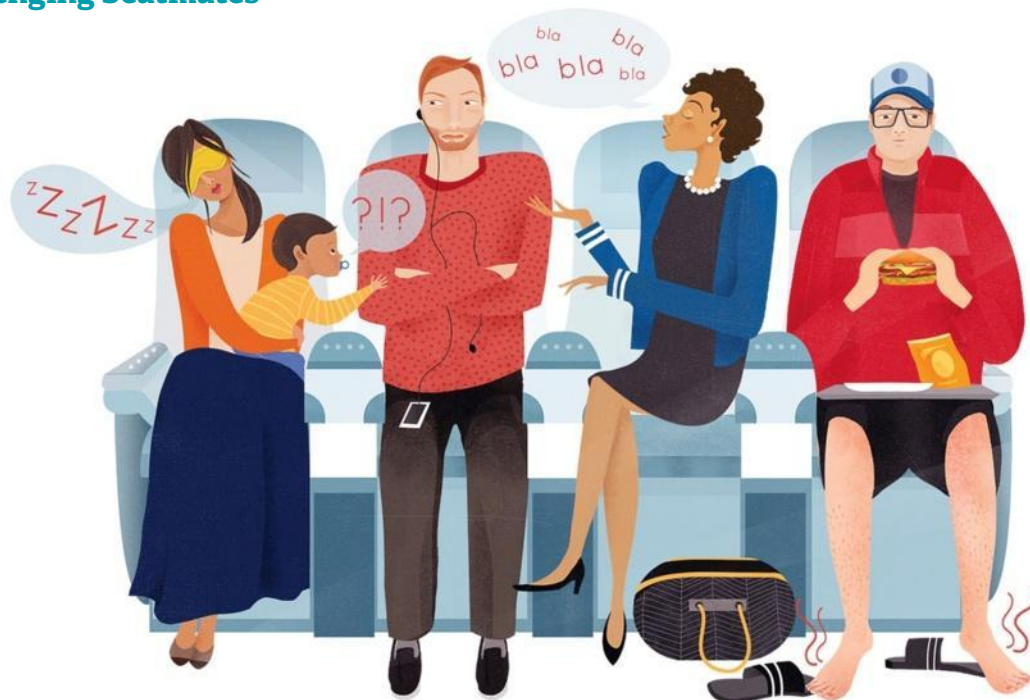
Amigo doesn't feel the influx of in-flight entertainment has diminished our inclination to embrace conversation and social interactions, as there have always been people interested in learning from those around them. "Entertainment options at your seat have merely given us a way to exit a conversation more politely," he says. "Trains are set up differently; there are seat

configurations that allow passengers to indicate if they'd like to be social, and there aren't such options on airplanes, so we have to communicate."

According to Amigo, people "tend to underestimate the power we have to be an icebreaker." He explains, "You already know certain things about the stranger beside you on the airplane that you wouldn't know had you met in that public square. You know what their life will look like for the next few hours. For a limited time, you share a purpose and likely some anxiety or discomfort."

No matter the mode of transit, travelers prefer the opportunity to choose how they spend their time as a passenger. Whether you prefer new-release movies, the chance to catch up on reading or the opportunity to meet someone new and interesting as the highlight of your journey, it's important to read the body language of fellow passengers. Those open to chatting will generally indicate that they are through smiles, eye contact and a positive response to questions. When headphones are on or eyes are closed, it's a sign to open your own book and leave your neighbor alone. ■

## Challenging Seatmates



INATTENTIVE IRENE

ALOOF ARTHUR

CHATTY CATHY

SMELLY SHAUN

*Four of the 10 most annoying passengers, according to Expedia's 2014 Airplane Etiquette Study.*



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# Living in the Age of Airplanes

Brian J. Terwilliger brings romance back into flying with a visually stunning documentary that tells the story of how aviation changed the world.

BY SHALLOM JOHNSON



PHOTO: NATIONAL GEOGRAPHIC

**F**ilmmaker Brian J. Terwilliger wants to change the way the world thinks about flying, and his new documentary, *Living in the Age of Airplanes*, seeks to do just that. With an epic sweep of high-definition footage shot around the globe, this film celebrates the magic and romance of flying, and the comparative ease with which it continues to shape our world.

### CHILDHOOD WONDER

A fan of aviation and airplanes since he was a boy, Terwilliger first made his mark with the 2005 release of *One Six Right: The Romance of Flying*, a documentary that explores general aviation through the eyes of a local airport. Terwilliger, alongside pilots and aviation enthusiasts all over the world, has retained a childlike sense of wonder at the poetry of flight – but the majority of society sees aviation in an altogether different light.

From waiting in seemingly endless lines at airport security to missed connections and lost luggage, frequent travelers all have a litany of horror stories to tell about what it sometimes takes for them to get from point A to B. But how many of us take the time to gaze out the window and think about what a wondrous experience it is to be suspended thousands of feet above the earth, traveling hundreds of miles an hour, soon to land in a different city with every possibility at our fingertips? Just when and how did the technology that granted us the sky become merely another means to an end, and an exasperating one at that?

### HIGH SPEED

In a way, one can compare the rise of the aviation industry to another means for global connection – the Internet. For those who still remember the lessons in patience taught by dial-up modems everywhere, it's hard to complain about the high-speed Internet



that has become ubiquitous today. Similarly, aviation technology has evolved to be faster, safer and more convenient, making our planet more accessible than ever before. Unlike our obsession with the Internet, however, society's appreciation for the gift of flight has not grown alongside advances in technology. In fact, quite the opposite. As we have all been born and raised in the age of airplanes, it's difficult not to take what we have for granted. As Terwilliger points out, "Aviation is one of the most truly underappreciated things that no other thing can do."

### RISING TO THE TOP

The making of *Living in the Age of Airplanes* was a challenging six-year process, from initial storyboarding through to final edits.

**TOP** An aerial shot of SFO puts flying in perspective, while **LEFT**, elephants crossing a runway in Kenya offer a different one.

**ABOVE RIGHT** Producer-director Brian J. Terwilliger and Andrew Waruszewski, director of photography, on location at Kona Airport, Hawaii. **BOTTOM RIGHT** A contrail flying high above the Louvre in Paris, France, provides a view from below.



Read Terwilliger's full Q&A online at  
[APEX.AERO/TERWILLIGER](http://APEX.AERO/TERWILLIGER)



**“I think that passengers could very much see things differently.”**

**BRIAN J. TERWILLIGER**

With the film being conceptual in nature and not inherently grounded in a narrative or character arc, Terwilliger says that he found it “like solving a puzzle” to craft a story that would keep people engaged, draw them in and give them a way to see flying from a different perspective. “I think that passengers could very much see things differently,” he explains, adding that it sometimes takes seeing things from someone else’s perspective in order to alter your own. >

PHOTOS: NATIONAL GEOGRAPHIC; MATT REILLY



**ABOVE** A Twin Otter seaplane flies over the shallow waters of the Maldives. **LEFT** Jet engine in production at a GE factory in Durham, North Carolina. **BOTTOM** Flowers are prepared for shipment in Aalsmeer, Netherlands.





**TOP LEFT** Andrew Waruszewski (right) frames a shot with producer-director Brian J. Terwilliger (left) in Rome, Italy. **TOP RIGHT** Final assembly of an Airbus A380 in Toulouse, France. **BOTTOM LEFT** A Twin Otter seaplane prepares to dock in the Maldives. **BOTTOM RIGHT** Onlookers wave as an airplane lands in Saint Maarten.

## Terwilliger's crew amassed a total of 260 hours of footage to sift through, paring it down to a final 47 minutes.

Gaining access for each shoot added further complications. Filming in sensitive and secure environments took a great deal of scouting and perseverance, requiring multiple permissions from city officials, from airport authorities on location, as well as in some cases security agencies such as the Transportation Security Administration in the United States. For one shot, "We were in between parallel runways just adjacent to taxiways; we had our cameras in so many different places," Terwilliger explains. After setting up cameras in some 95 locations in 18 countries on seven continents, Terwilliger's crew amassed a total of 260 hours of footage to sift through, paring it down to a final 47-minute run time to align with IMAX theater screening formats.

### A FRESH NARRATIVE

With hundreds of passes over the footage, the editing process necessitated a ruthless eye to select shots and stories that were absolutely essential. "It was quite an undertaking," Terwilliger says, "to be happy with something that is so little of what we actually shot. But in the end, it just needed to be one thing, it needed to work as a cohesive story." One narrative that proved essential was that of transporting fresh-cut flowers from Kenya to a home in Alaska in just three days, with 10 more days of blooms left upon arrival – a poignant example of the speed at which products can now move around the world. As the filmmaker says, "The fact that it has a very limited life – two weeks for a cut flower – the speed-time-distance equation is really

put into play. If it were any other object or household item, it wouldn't be as compelling."

*Living in the Age of Airplanes* premiered earlier this year on April 8, at the Lockheed Martin IMAX Theater in the Smithsonian's National Air and Space Museum in Washington, DC, and will go on to have at least a one-year run in many giant-screen theaters around the world. With this accomplishment, Terwilliger feels that one particular story in his life has come full circle. As a child he saw at the Lockheed IMAX a movie called *To Fly!*, a documentary about the history of aviation that had a strong impact on his childhood goals and dreams, and contains some similar themes to his most recent project. "And now," he says, "I have the Smithsonian Air and Space Museum booking the film I just made, playing every day for a year. To have the world premiere of this film to be right there in that IMAX theater is just an absolute dream come true." ■



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**“By understanding the customer’s needs and attending to those needs, there will be an emotional connection.”**

# Guðmundur Óskarsson

## DIRECTOR, MARKETING AND BUSINESS DEVELOPMENT Icelandair

### > FAST FACTS

**LOCATION:**  
KEF

**NOW READING:**  
*Long Walk to Freedom,*  
Nelson Mandela

**YEARS IN INDUSTRY:**  
10

**BRAND OF SUITCASE:**  
Samsonite

Guðmundur has degrees in International Communication and Business Administration from Penn State University and Universität Leipzig. Previous roles are project manager at Iceland Oil before joining Icelandair as marketing manager, Continental Europe in 2004. He joined the Scandinavia team as marketing manager in 2006 before taking his current role at Icelandair head office as director, marketing and business development.

### **S**omething that never ceases to amaze you in your industry?

We are experts at making it complicated. A colleague of mine shared a good analysis: It should be the simplest thing, getting a person from A to B. And somehow we manage to make it A to Z. We are in an industry where we even have government institutions like the Department of Transportation passing laws to make sure we care for our customers. It's changed a lot in the past years, but we have a long way to go.

### **What's the one item you can't travel without?**

As with many others, it's probably my mobile phone. I hate it and I love it. At times it brings me more stress than I would like to allow, but other times it helps me get through the day, being connected to my employees, but more importantly, my family. Before every takeoff, I send my wife a text that I've boarded, including my flight number and seat number. She sends me pictures of our daughters, making it more tolerable to be away from home. And now, with in-flight Wi-Fi, my mobile is even more important. But just like the airline industry, the mobile industry also has a long way to go in meeting our needs.

### **What is the most effective way for an airline or brand to connect emotionally with the passenger?**

The best way for any brand to connect emotionally is by being emotional. By understanding the customer's needs and

attending to those needs, there will be an emotional connection. The reason many human relationships fail is because people fail to attend to the needs of others. It's not easy. It's hard work. The relationship between brand and customer is not much different.

### **Biggest challenge you've ever overcome at work?**

Focus and control of the brand are an ongoing challenge. When you have defined in detail what the brand stands for, the greatest challenge is to help employees understand and live the brand, especially in an industry like ours, where the employees are constantly traveling. The more focused the employees are, the more control we will have, and therefore a stronger and more consistent brand where the customer knows exactly what we stand for.

### **Three things about where you live that make you want to live there?**

I live in Seltjarnarnes, Iceland, a small town on the peninsula of the greater Reykjavík city area, with the Atlantic Ocean surrounding the peninsula. I've lived there my whole life except for the 13 years I lived abroad. I like it because it's a small town within the city area where everyone is like family. Nature, an outdoor swimming pool, my daughters' schools are within walking distance. I play football (soccer) with my old school buddies in the local gym on Monday evenings. And, in Seltjarnarnes, if I feel something needs to be changed, I go see the mayor for a cup of coffee. ■



To read Guðmundur's full Q&A, please visit us online at

> [APEX.AERO/GUÐMUNDUR OSKARSSON](#)



## ***SKYfi club - Your mobile theatre***

Staying in touch and streaming content via smartphones, tablets and laptops are now top wishes for air travellers. And SKYfi is one of the most advanced and cost-effective ways to meet these demands – for satisfied passengers who keep coming back. Plus, SKYfi club lets you create personalised entertainment and information programmes streamed directly to passengers' devices – for the ultimate in in-flight customisation.



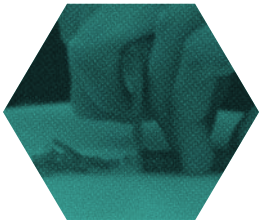
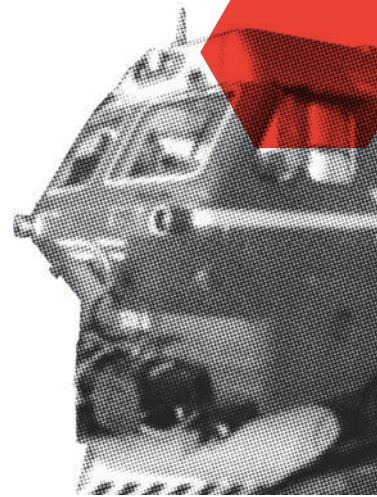




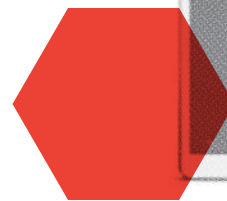
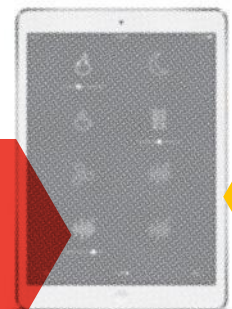
# Eringe



# IFE



Airlines hoping to differentiate their in-flight entertainment offerings are looking to the outer reaches of pop culture for new genres of video and sound experiences.



PHOTOS: OCULUS; LIFETIME; SENTA FILMWORKS; ROUXBE; NRK; CNN; NOISU



### FRINGE-O-METER



Very Fringe

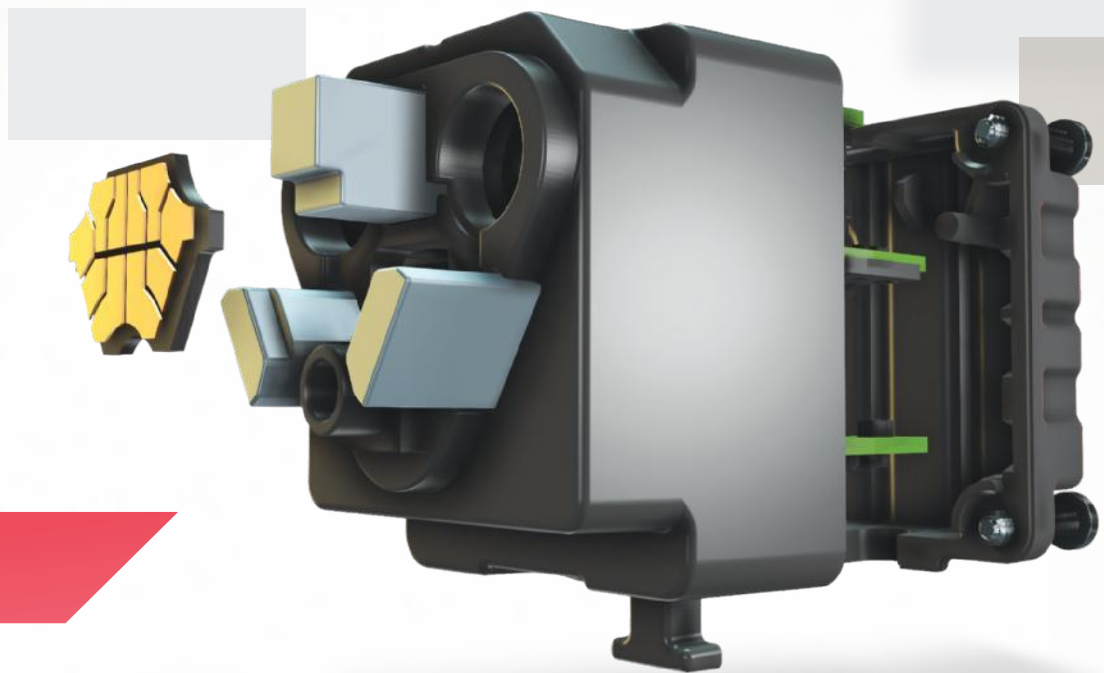


Midway Fringe



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# Slow TV



BY CAROLINE KU

Last summer, passengers of British Airways were offered in-flight entertainment (IFE) different from the typical action-packed Hollywood blockbusters or binge-inducing TV series: slow television. This endurance programming spans full, unedited coverage of a particular, ordinary event.

The British Airways episode featured seven uncut hours of a train journey from Bergen, Norway, to Oslo from the perspective of

the conductor. The only nuances occurred when the train made a stop or traveled through a tunnel.

Slow TV was recently popularized by NRK (the government-owned Norwegian Broadcasting Corporation) covering events such as National Knitting Night and National Firewood Night. It has become such a phenomenon that *sakte-TV* (slow TV) was named Norway's word of the year in 2013. *The Yule Log*, however – a commercial-free video loop of a wood-burning fire – was first broadcast in America in 1966

and reappears on screens every year around Christmastime.

The decision to include slow TV within IFE was inspired by the seatback animation that shows passengers where they are flying on a map, something that Richard D'Cruze, IFE manager for British Airways, says that passengers stare at for hours.

"There's definitely a hypnotic, calming and entertaining quality to slow TV that is perfect for in-flight entertainment," he says.



Watch slow TV online  
 > [APEX.AERO/SLOWTV](https://APEX.AERO/SLOWTV)

## Virtual Reality

BY CAROLINE KU

Qantas treated its first-class passengers to a glimpse of the future by being first to offer in-flight entertainment in virtual reality.

Along with the ability to watch movies and explore upcoming Qantas products, a goggle-like headset, developed with Samsung Electronics, gives passengers interactive 3-D

tours and 360-degree views of the airline's destinations, "inspiring travel and promoting tourism," says Olivia Wirth of Qantas Group Executive, Brand, Marketing & Corporate Affairs.

Live-action VR content is also being developed with Jaunt, and Tourism NT was one of the first to tap into the advertising opportunity. "What better way to demonstrate

the impact this VR technology can have than by showcasing [Kakadu National Park], one of the world's most iconic must-do tourism destinations," says Adam Giles, the Northern Territory's chief minister and minister for Tourism.

With a positive buzz surrounding devices like HTC Vive and Oculus Rift, VR technology in the cabin is more likely than virtual.

# Anime, Hai!

BY JORDAN YERMAN

In-flight anime is a rare unicorn, even when flying in Asia. ANA and Spring Airlines have used anime-style ads and costumes to promote their services in the past, but what about actually featuring anime series in the IFE lineup? Singapore Airlines is on it: Since March 1, 2015, passengers can now binge-watch season one of the anime series *Knights of Sidonia* through KrisWorld, SIA's IFE and communications system.

Anime is tough to categorize: The animation suggests children's programming, while the broad range of content found in many anime titles can suggest otherwise. Currently, most airlines' anime offerings target a young demographic, which makes Singapore Airlines' mature audience-rated *Knights of Sidonia* experiment so... experimental. ANA carries a few anime feature films, as well as one-off episodes of family-friendly fare such as *Doraemon*. JAL has similar kid-oriented programming, but also features SKY MANGA, the world's first in-flight manga collection. The visual style of manga (Japanese comic books and graphic novels) has directly influenced anime, whose series tend to begin life on the printed page.

One way or another, anime fans can get an in-flight fix of complex plotlines, hyper-expressive faces, and hairdos that defy the power of conventional grooming products.

See our list of airplane-themed anime  
 > [APEX.AERO/ANIME](#)



## Different Types of Anime

Anime can be tough to categorize, especially as the writing for female characters improves. At any rate, here are the six basic types of anime.

\* **Kodomo** 子供向け: Since this means "pointed at children," you know we're talking about kids' stuff like *Doraemon*, about a cat robot from the future who helps an awkward kid deal with life. You'll love it.



\* **Shōnen** 少年: "Young Boy." Aimed at tween and young teen boys. Example: *Naruto*, the world-famous ninja series. Who knew there was so much drama at ninja school?



\* **Shōjo** 少女: "Young Girl." Aimed at tween and young teen girls. Example: *Ghost Hunt*, in which a first-year high-school student joins a psychic investigation team. You know, the usual.



\* **Seinen** 青年: "Youth." Aimed at male teens and young men. More violence, more action, more sexy stuff. Example: *Initial D*, a street-racing series about a very, very fast tofu delivery guy.



\* **Josei** 女性: "Female." More true-to-life stories with complex relationships, aimed at adult women. Example: *Princess Jellyfish*, a nuanced look into otaku (geek culture).



\* **Hentai** 変態: The word itself refers to "perversion," but when talking about anime this basically refers to porn. We're sure we know of no examples. We're all about cat robots from the future.

Often the category of an anime is in the eye of the beholder. For example, *Girls und Panzer* is about the popular high-school sport of tank combat. (Wait, what?) It's upbeat and kid-friendly, yet it's also classified as Seinen. Go figure.

# Soundscapes

BY SOPHIE WOODROFFE

The cabin noise of a typical commercial jet can range anywhere between 85 and 105 decibels. The noise emitted from engines, fans, mechanical processes, crew and IFE systems merge to serenade passengers with a symphonic drone that some may find disquieting.

But to a growing audience, that background whir is exactly what they need to fall asleep, concentrate or relax – it's a sought-after white noise soundscape.

A term coined by Canadian composer R. Murray Schafer, soundscapes are the individual and composite sounds that make up a particular environment. And today more than ever, ambient soundscapes are being recorded, mixed and served up to listeners both in the air and on the ground.

The array of ambient soundscape genres is matched only by the variety of distribution platforms that deliver them. Apps like Noisli, Coffitivity and A Soft Murmur immerse users in a range of high-definition ambience, while sites like Rainy Mood stream the soft patter of rain. For the theatrically inclined, YouTube offers a bevy of multi-hour ambient acoustics loops from popular sci-fi films like *Blade Runner* and *Star Trek: The Next Generation*. And then there are the sounds of airplanes. YouTube channel Lucid TV streams 11.5 hours of cabin sound from a Boeing 777-300. With more than a million views, it's a popular pick.

Stefano Merlo, CEO and founder of Noisli, thinks soundscapes are becoming more widespread because in addition to drowning out distracting noises, they provide a concentration cue. "Especially now that the work environment is shifting toward a more flexible and portable lifestyle, it is important to have a routine that lets you switch quickly to work mode and get 'in the zone' no matter where you are."

You might think that providing a listening channel of ambient noise onboard an aircraft would be counterintuitive or even redundant (audio on-demand streaming airplane engine noise?), but given the rising popularity of these tracks on other applications, it is very well an avenue worth pursuing within an IFE platform.

In 2012, Air New Zealand teamed up with Auckland University of Technology's CoLab to produce a video that paired an ambient soundtrack of delta waves with a rolling shot of New Zealand's east coast landscape, intended to lull passengers to sleep in-flight. In addition to helping people focus or fall asleep, sound also has clinical applications. According to a literature review by the American Music Therapy Association, sound can be used as a powerful pain reduction tool, which is great news for anxiety-prone flyers.

A number of airlines, including Asiana, Virgin Atlantic and Lufthansa, offer relaxing sound channels, and more are joining their ranks. As counterintuitive as it may seem, white noise might just be the key to passenger tranquility. And in case any airlines want to jump on the trend, Merlo would be happy to explore the opportunity: "Airlines are a very interesting field," he says. "Passengers could benefit a lot."



Ambient noise applications like Noisli enable the listener to choose from popular soundscapes such as a crackling fireplace, the hum of a fan or rainfall.



Listen to our favorite white noise tracks

> [APEX.AERO/SOUNDSCAPE](http://APEX.AERO/SOUNDSCAPE)

# Higher Education

BY JESSICA SAMMUT

What if you had the choice between watching Matthew McConaughey in space in *Interstellar* or listening to astrophysicist Neil deGrasse Tyson talk about space in an educational video? Your selection might depend on how intellectual you're feeling that day, but more and more airlines are offering educational IFE options to passengers looking to learn something before they land.

JetBlue launched a selection of prerecorded lectures from popular e-learning site Coursera in December 2014. Passengers can take an introduction to marketing class, learn about

dinosaur paleobiology or master a few strings on the guitar with a course from the Berklee College of Music. JetBlue also offers video cooking lessons through its partnership with culinary school Rouxbe (think meat brine tutorial!), and e-books for purchase from HarperCollins.

On Virgin America, passengers can choose from an array of audio and video lectures given by elite professors, including the aforementioned Tyson, where topics range from history to science to nutrition. With all these educational IFE options being offered at 30,000 feet, airlines are bringing new meaning to the phrase "higher education."



# First Class Feet

BY JESSICA SAMMUT

Air travel passengers reference "economy-class syndrome," the discomfort and swelling that can occur in the legs during a flight; however, few are educated on what causes these symptoms and how to prevent them. In fact, what passengers are referring to is a condition known as venous reflux disease, which can itself cause deep vein thrombosis (DVT), the formation of a blood clot within a deep vein in the legs. DVT causes an estimated 300,000 deaths annually in the US alone. Soxy, a brand of compression sock, is currently partnering with American Airlines and Air Canada to educate passengers on DVT prevention with the help of an in-flight video available through their IFE systems. "The video is an educational campaign about how people can improve leg health in-flight and on the ground," says Sarah

Stabile, founder of Soxy. The video launches on Air Canada this summer and the socks are now sold in-flight by Air Canada crew, who are trained on the key benefits of wearing them.

American Airlines has not announced an official video launch date, but its passengers can also expect Soxy to be made available onboard and within American Airlines' airport lounges.

**THE CHIL ACRONYM  
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**C** for **C**ompression

**H** for **H**ydration

**I** for **I**sometric exercises  
(ankle rotations, toe touches)

**L** for **L**eg elevation (get up and walk/stretch every 2 hours)



Watch the DVT prevention video  
[APEX.AERO/DVT](http://APEX.AERO/DVT)



## The Cute Factor

BY KATIE SEHL

Who can resist the adorable hijinks of little kitty Tom Tom trying to roll his way out of a hamster ball, or the endearing antics of the pocket-sized kitten that throws his paws up in surprise? In the face of such cuteness, even the toughest, most hard-boiled humans devolve into feeble baby-talking puddles of goo. Our helplessness has led to total cat domination on the Internet, catapulting felines like Maru, Grumpy Cat and Lil BUB to instant fame with videos and photos racking millions of views.

But it's not our fault, entirely. While investigating different options for new IFE programming, British Airways stumbled upon some interesting research that suggested watching cute videos may have surprising health benefits. "It might sound barking, but there's lots of

research to suggest that watching pets can enhance overall well-being," explains Richard D'Cruze, the airline's IFE manager. Among the research cited by British Airways is the book *59 Seconds: Think a Little, Change a Lot* by Richard Wiseman, which finds that watching cute animal videos can lower heart rates and blood pressure in less than a minute. Another study found that looking at pictures of baby animals led to increased levels of concentration afterward.

In response to these findings, British Airways launched a Paws and Relax TV channel in September 2014. "The response has been overwhelmingly positive," says D'Cruze. The channel includes *The Secret Life of Cats*, *America's Cutest Dog* and the popular animated feature *Simon's Cat* – which can be found aboard Etihad flights as well. In addition to enhancing

the well-being of passengers, the channel also gives furry orphans the chance to find new homes by featuring animals of the Battersea Dogs & Cats Home shelter. "We've been renewing the programs onboard and plan to keep the channel active, as it continues to receive high levels of interest from many of our customers," adds D'Cruze.

While feline fever hasn't taken onboard IFE by storm to the extent that it has on the Interwebs, many airlines have been enlisting the talents of furry friends for their marketing campaigns. For Christmas last year, JetBlue launched a pet campaign in support of Lifetime's *Grumpy Cat's Worst Christmas Ever* movie. KLM's phony Lost & Found service video, starring an adorable beagle named Sherlock that reunited travelers with their lost belongings, had us all fooled – going viral with over 19 million views to date.

One in every  
50 travelers  
would prefer to  
be greeted by  
their pet at the  
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## Podcast Props



BY TERRI POTRATZ

“Audioblogging” became widely referred to as “podcasting” in 2004 when sales for Apple’s iPod finally started to gain ground, and in 2005 episodic content – either in audio or video format – could be streamed or downloaded to a user’s MP3 device for listening on the go. iTunes started including podcasts in their directory in 2005, and while some corporations and broadcast companies got in on the game, podcasting has largely remained more of an amateur genre, free from government regulation within the US.

*The Ricky Gervais Show* podcast was the world’s first most successful podcast, breaking the Guinness World Record in 2005 with more than 2 million downloads within two months of its release. Meanwhile, the recent and rampant success of the 2014 breakout podcast *Serial*, which broke iTunes records as the fastest downloaded podcast in their history, has contributed to a renewed public interest in this type of programming.

Several airlines include podcast programming within their IFE offerings, including Air Canada, SAS and Etihad Airways. Emirates’ *Emirates World* podcast began way back in 1998, well before the term “podcasting” came into vogue, though the airline now offers a host of podcasts including

*Freakonomics Radio*, *The Week Magazine*, *Here’s the Thing*, *Radiolab*, and about 20 additional “radio podcasts” which cover a variety of musical genres.

Patrick Brannelly, deputy vice-president Customer Experience for Emirates, shared that due to the positive passenger feedback they’ve received on their podcast programming, they’re always on the lookout for new shows, hinting at some forthcoming material: “We are always increasing choice, and have a few ideas in the pipeline already.”

It would be a wise move to diversify podcast programming within the IFE marketplace, given the fervent interest in the genre within the past year. A late 2014 Share of Ear study by Edison Research found that those who are daily listeners of podcasts now spend more time listening to that type of audio over all other types of sources – beating out AM/FM radio as the previous leader. So while it’s difficult to obtain accurate statistics on the total number of podcast listeners within the overall audio umbrella, it is clear that podcast fans, once turned, are incredibly loyal. Brannelly agrees, noting, “Even if just one percent of customers enjoy these channels, they may be our most valuable one percent of customers. We like to have something to appeal to everyone.”

### TOP 10 DOWNLOADED PODCASTS

*NPR dominates on Apple’s list of 2014’s most downloaded podcasts.*

- 1) NPR: *Fresh Air Podcast*
- 2) HowStuffWorks.com: *Stuff You Should Know*
- 3) *The Joe Rogan Experience*
- 4) *The Adam Carolla Show*
- 5) *This American Life*
- 6) *Radiolab* from WNYC
- 7) *Freakonomics Radio*
- 8) *The Nerdist*
- 9) NPR: *Planet Money Podcast*
- 10) NPR: *Wait Wait... Don’t Tell Me Podcast!*

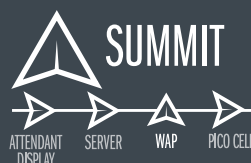


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## Food for Thought



### BY KATIE SEHL

With the rise of the culinary traveler, it's no surprise that there's been a corresponding rise in the number of IFE options related to food. According to a recent study, The American Culinary Traveler Report, conducted by Mandala Research, food is top of mind for 77 percent of all leisure travelers, so it's inevitable that passengers are hungry to kick-start their Tuscan wine tour vacations with an in-flight foodie episode.

Two personalities in particular have benefited from the ever-growing food fad: Anthony Bourdain and Jamie Oliver. Bourdain, consummate chef and traveler, whose shows *Parts Unknown*, *No Reservations* and *The Layover* offer culinary travel tips for the wandering omnivore, is now a familiar personality on Finnair, Singapore Airlines, United Airlines and several other airlines. "Tony's programs are an ideal accompaniment on a flight," says Amy Entelis, senior vice-president, program development and talent acquisition at CNN. "You always learn something new and he inspires you to pursue your own curiosity."

Oliver, whose career as a food personality began with the TV show *The Naked Chef*, has also found his way

into IFE systems by taking his particular brand of celebrity chefdom to the road. *Jamie's American Road Trip* has had US-bound Air Canada passengers salivating, while his more traditional cooking shows, such as *Jamie's Comfort Food*, have likely inspired Qantas and Air New Zealand passengers to ravenously jot down recipe tips on the backs of airsickness bags.

In 2013, Virgin America took notice of the popular online food-travel series *The Perennial Plate* by adding it to IFE programming on domestic flights. "It's exciting that online films about sustainability are now being shown side by side with the blockbusters and romantic comedies normally associated with airline entertainment," says *Perennial Plate* co-creator Daniel Klein. The series, which partnered with Intrepid travel, also shows the promise of partnering with destination marketing organizations (DMOs) to create original food and travel programming, especially considering the World Tourism Organization's Global Report on Food Tourism found that 68 percent of DMOs are focusing promotion on food tourism.

Food documentaries are also a growing sub-genre of IFE. On Etihad flights, *Feeding the Future* explores the approaching dilemma posed by a dwindling food supply and increasing population. ■

Celebrity chefs such as Anthony Bourdain, **TOP**, and Jamie Oliver, **ABOVE**, have experienced great success with their culinary television programs, many of which are now available for in-flight consumption.



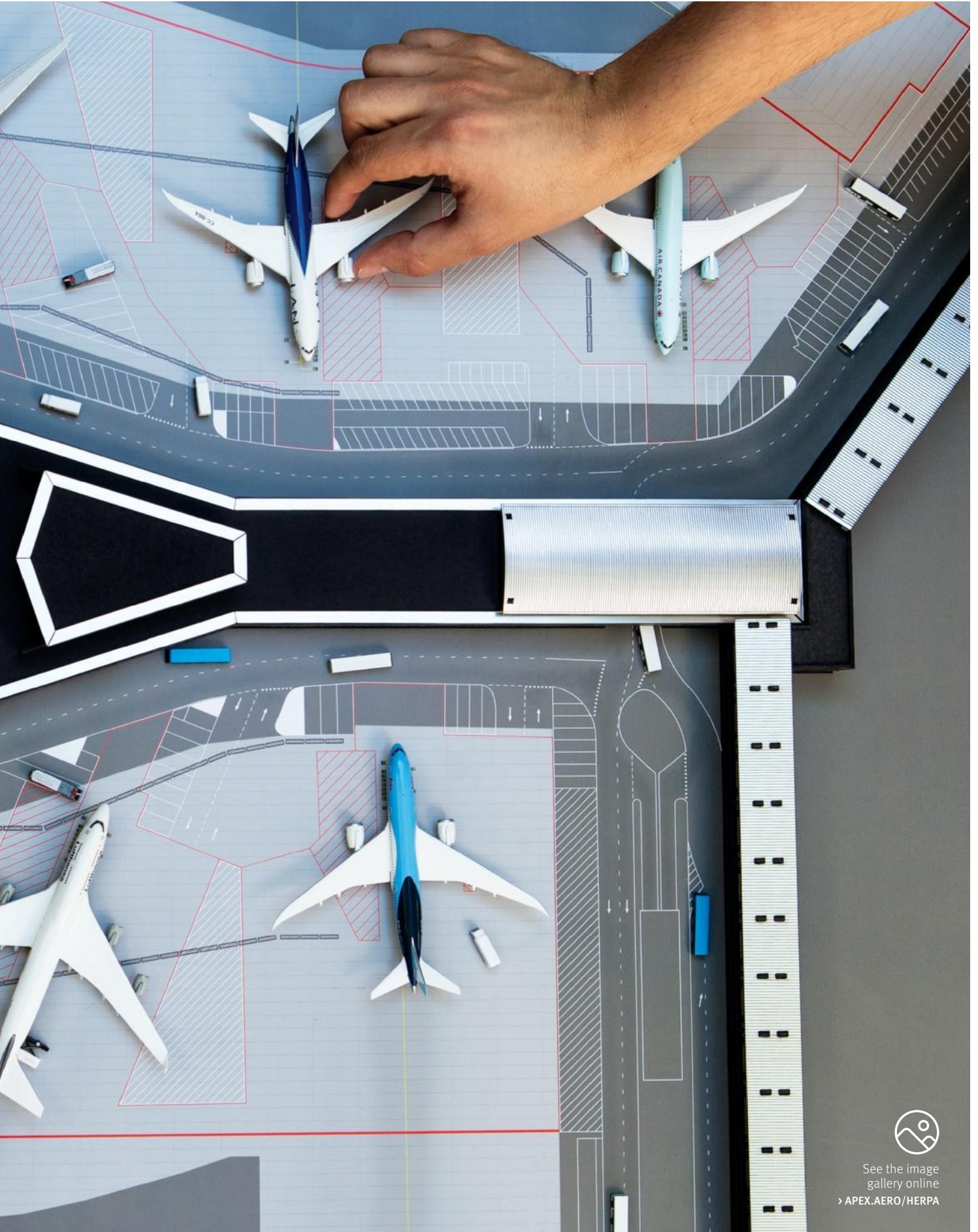
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# Mighty Models

Whether as a commemorative token among the industry's high brass, or as a personal souvenir, aircraft models delight the inner avgeek in all of us.

BY HOWARD SLUTSKEN  
PHOTOGRAPHY SEBASTIÁN UTRERAS





See the image gallery online  
> [APEX.AERO/HERPA](https://APEX.AERO/HERPA)



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A collage of Bloomberg Media content. It features a blue background with various images: a laptop displaying the Bloomberg website, a tablet showing a Bloomberg TV broadcast, a smartphone with a Bloomberg app, a print magazine titled 'Goal!' with a soccer player, a print magazine titled 'Bloomberg Markets' featuring a man in a suit, a print magazine titled 'Bloomberg Businessweek' with 'Global Tech' as the main headline, and a print magazine titled 'Bloomberg Businessweek' featuring 'FACEBOOK HITS PUBERTY'. There are also several images of Bloomberg TV hosts and anchors in a studio setting. The text 'bloombergmedia.com' is visible in the top left corner of the collage.

bloombergmedia.com

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MEDIA

Television | Print | Digital | Mobile | Radio | Events





Each piece is carefully produced, then inspected a myriad of times during assembly.



In 2014, Boeing delivered a record 723 jetliners to airline customers. Airbus wasn't too far behind, with 629 deliveries. But those numbers are *nothing* compared with the 983,533 aircraft delivered by Herpa Wings, a company based in the small German village of Dietenhofen. Each aircraft conveniently comes in a box. And is about six inches long.

Herpa Wings has been making highly detailed, scale aircraft models since the early 1990s, in both die-cast metal and plastic. The first model was a 1930s-vintage Lufthansa Junkers Ju-52, soon followed by a very exclusive series of plastic models of jetliners, also for Lufthansa. Stephan Külgen, Herpa Wings' product manager, says, "That series was the start of aircraft models as collectables. Now, we make models of over 100 types of aircraft, each in many airlines' liveries and registrations. Once a model is sold out, it won't be available again."

The most popular one in the Herpa Wings catalog is the Lufthansa Airbus A380, a 1:500 scale, die-cast metal model. "We've produced more than 100,000 of that model, with different aircraft registrations," says Külgen. "We originally designed the 1:500 models and packaging to fit perfectly into the Lufthansa galley trolley, for on-board sale." To get the details of each aircraft to a

precision that would satisfy the most critical collector, Herpa Wings works closely with the aircraft manufacturers and airlines, and sources photos from around the world. The process of making the models is very labor-intensive, with each piece carefully produced, then inspected a myriad of times during assembly. Herpa Wings uses a pad-printing process to get crisp, color-accurate graphics onto each model.

Herpa Wings competes with Gemini Jets, Hogan Wings, Skymarks and others for a slice of the multimillion-dollar collectable market that includes not only aircraft models, but airport terminal buildings, ramp areas and vehicles as well. Many models are sold in-flight to passengers, but far more

**TOP LEFT** A Herpa Wings employee polishes a steel mold by hand before it can be used for production. **ABOVE RIGHT** The data of aircraft is scaled down to 1:200 and 1:500 for model manufacturing.

are snapped up by collectors. The Airplane Shop, with three locations in the US, is one of the retailers catering to these sometimes obsessive buyers. Paul Wettstein, director of operations, says, "We know of people who buy one of every model that comes out. Based on our demographic information, about 97 percent of our purchasers are male. And I think that the three percent who are women are usually buying a gift!" >





**OPPOSITE** Architect Frits de Kleine carefully positions a Lufthansa-branded Boeing 747-400. **LEFT** A presidential motorcade arrives for boarding. **BELOW** A catering vehicle loads Air Force One.



## A pad-printing process produces crisp, color-accurate graphics for each model.

### DREAMY AIRLINERS

According to Wettstein, Boeing's 787 Dreamliner is, overall, the current number-one seller, based on the strength of the large number of airlines that have ordered the model. The Airplane Shop is also affiliated with Skymarks, one of the major producers of plastic models. "Air Force One is the most popular model in our plastic line. During election years, it sells really well," says Wettstein.

Decades before the small-sized collectable market, er, took off, large aircraft models were showcased in the windows of travel agencies and airline ticket offices, and are still given as special gifts by airlines. Inaugural flights are very "model-worthy," too. Earlier

this year, to celebrate Air France's first flight from Vancouver (YVR) to Paris (CDG), Patrick Alexandre, the airline's executive vice-president, Commercial Sales and Alliances, presented Craig Richmond, YVR's president and CEO, with a model of the Boeing 777-200 that's now flying the new route.

### A SCALE ABOVE

These large models are produced by companies such as Miami-based Atlantic Models and PacMin, in Fullerton, California. Atlantic Models' owner, Roger Jarman, says that his company produces about 5,000 models per year, all to order. "Our most popular model is the desktop-sized, 14-inch-long, 1:100 scale Boeing 737. We get lots

of orders for that airplane from airline employees," he says.

Those models are made from a polyurethane resin, with the original pattern for the aircraft carved from Spanish red cedar. A silicone rubber mold is made from the wooden pattern, and then a small number of models are resin-cast from each mold. The models are painted, matching the colors on the full-size aircraft. The artwork is produced in-house on water-slide decals, just like those in a plastic model kit. After being applied, the detailed graphics are protected with a clear-coat.

"We have a lot of fun with the airlines when they're designing a new paint scheme," says Jarman. "But we have to keep everything >



Southwest-branded aircraft models decorate the airline's headquarters in Dallas, Texas.

**“People have ordered models of the airplane on which they had their first flight.”**

ROGER JARMAN



“top secret!” Atlantic-Models was entrusted by Southwest Airlines to create Boeing 737 models with proposed variations of the airline's new livery during an 11-month-long gestation. For Southwest, Atlantic even made models with different designs on both sides of the airplane to show nuanced revisions as the design was finalized. As Jarman explains, being able to see and hold an accurate 3-D model of a new livery has so much more impact than any paper or monitor-displayed drawing can accomplish.

#### ORDER UP

Anyone can get a unique model from Atlantic-Models in about two weeks, not just airlines or aircraft manufacturers. “People have ordered models of the airplane on which they had their first flight, or were born on. We've had couples get the airplane they flew on when they first met,” says Jarman. Atlantic-Models will also make huge fiberglass models for outside display. “We've built 42-foot-long, 1:3 scale models of the Embraer 195 for

Azul Brazilian Airlines. And there's a collector in Panama who has ordered a 39-foot-long model of an Embraer 190 for the two-and-a-half-story atrium of his new house,” he adds.

Your Humble Correspondent (YHC) admits to having a small collection of about a dozen models. But after researching and writing this article, an idea is circling. YHC's first flight was on a Trans-Canada Airlines Douglas DC-8 in the early 1960s. Now, where's Roger Jarman's phone number? ■

## The Collectors



Joel Ostrov

Stephen Koulouthros is the super-collector who's ordered the 39-foot-long model of the Embraer 190 for the atrium of his new home in Panama. He's designed the atrium as a “Museum of Air,” showcasing the 2,200 models he's collected over 38 years, and recently insured for \$1 million. “I love airplanes,” says Koulouthros, not surprisingly. “I'm a pilot, and I've worked in the airlines.”

On the other side of the Atlantic, super-collector Gökhan Sarigöl figures he's invested “around \$2 million” in his astounding collection of more than 5,000 models. He started collecting in 1980 as a hobby, while living close to the Istanbul airport, and now operates an airlines services company in Turkey. Even with such a mammoth collection, Sarigöl has his favorites. “I love them all, but especially the metal Vickers Viscounts, made in the 1950s by Walker's Westway Models in the UK.”

While collectors like Sarigöl and Koulouthros cast a wide net, others specialize in one area of interest. Seattle-

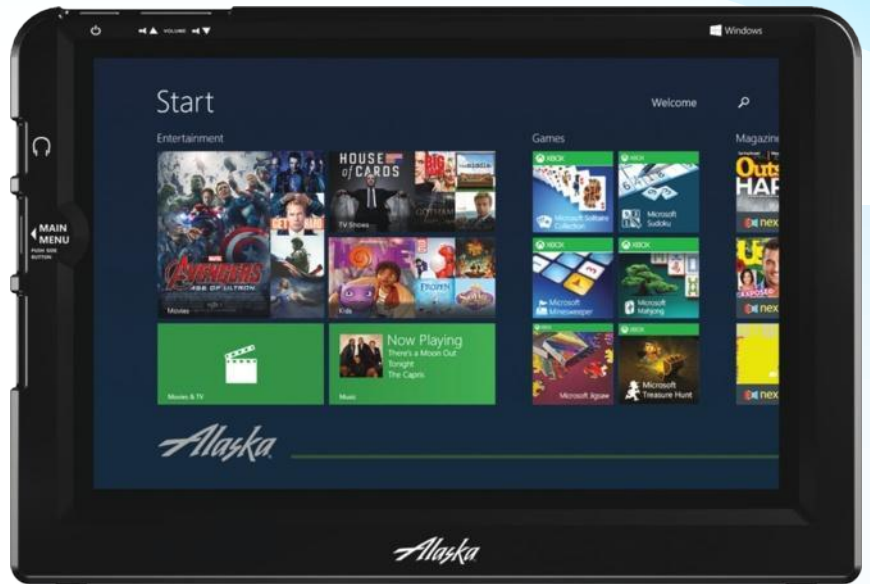
based aviation writer Bernie Leighton travels all over the world chasing Cold War-era, Soviet-built aircraft, oftentimes having arranged to be a passenger in an incredibly loud and questionably safe airplane. About a third of Leighton's 300-model collection features “Iron Curtain” aircraft with unpronounceable names of obscure types unknown even to enthusiasts. “My favorite is my Myasishchev 3MD Soviet Air Force cruise missile bomber. Only nine of the actual airplanes were built in 1960,” says Leighton.

In Montreal, visitors to the offices of travel industry executive Joel Ostrov are greeted by a wall of almost 50 large desktop aircraft models. Beautifully lit, the display could be at home in a museum, and is equally well curated. Showpieces include a BOAC-Cunard Vickers VC-10 and an American Airlines Convair CV-990. Ostrov got the airplane bug as a kid, after taking a flight from Montreal to Miami with his parents. A model of that Eastern Air Lines Boeing 727-100 sits proudly on his desk.

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“I’m looking forward to this year’s conference in Portland and even more to next year’s in Singapore.”

# Éric Lauzon

## MANAGER, MULTIMEDIA ENTERTAINMENT Air Canada

Éric has been with Air Canada for over 20 years, and joined the Product Design team as manager, In-flight Entertainment in 2011. His role recently expanded to include the management of the airline's print and digital publications. Éric joined the APEX Board in 2014 and currently co-chairs the MultiMedia Market committee.

### What can the airline industry learn from the entertainment industry?

The airline industry can certainly learn from the entertainment industry how to make money. Air travel became a commodity that everyone wants to access but no one really wants to pay for. The economics of the airline industry are very fragile as the costs of operating an airline are astronomical and so dependent on external factors such as the price of fuel, social-political climate, the world's economy, weather, etc. It's very difficult to obtain sustainable profit margins. Thanks to the entertainment that an airline can provide through its in-flight entertainment (IFE) programming or its magazine, airlines can not only better position themselves vis-à-vis their competitors, but they can also create an emotional connection with their passengers.

### If you weren't doing your current job, what would you love to be doing?

International food critic. Perfect combination of two of my passions in life: travel and food. When I travel, I always like eating local and feel quite mad when I get caught in tourist traps. It is through food (okay, also through dance and music) that you really taste the local flavor of a destination.

### Last place traveled to – for fun?

My last trip was in Spain with a group of my best friends to celebrate one of my friend's 50th birthday. We partied in Barcelona for a weekend before heading to our luxury villa in Sitges, a beach town located a

30-minute train ride south. We also went to the Tarragona where you can not only visit remains of the Roman Empire, but also eat delicious Catalan dishes. Don't miss the nearby wine region of Penedès where some of the best Spanish wines and cavas originate. We then crossed the Iberian Peninsula to visit Bilbao. That city won my heart with its tapas (some of the best in Spain), its contemporary pedestrian bridges (Zubizuri by the architect Santiago Calatrava) and, of course, the Guggenheim Museum. Like I say almost everywhere I go, I could see myself living there!

### Favorite APEX conference of all time?

My best APEX conference was Seattle in 2011, because it was my first. It was also held during my first week as Air Canada's IFE manager. It was a great opportunity for me to understand how the IFE industry is structured and who the main players are. It also allowed me to make great connections and develop my passion for this industry. Seattle is also a very nice city with its public market and Capitol Hill, which I liked for its great restaurants and its young and tattooed hipsters. I also had a coffee in what I thought was the first Starbucks. After posting it to all my friends on Facebook, I realized I was one block away from the original Starbucks coffee shop, which was quite noticeable with its huge lineup in front. I'm looking forward to this year's conference in Portland and even more to next year's in Singapore. ■

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*Bloodline*

##### FAVORITE HOTEL:

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Estoi, Algarve,  
Portugal

##### BEST AIRLINE INDUSTRY ACRONYM:

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To read Éric's full Q&A, please visit us online at  
> [APEX.AERO/ERICLAUZON](http://APEX.AERO/ERICLAUZON)

# Airborne Improv

In-flight entertainment doesn't exclusively consist of high-definition screens, blockbuster content and the hottest audio tracks – a humorous and fun-loving crew also goes a long way in improving the passenger experience.

BY MARYANN SIMSON



> Robert Palmer  
MANAGER, PUBLIC  
RELATIONS  
WestJet



> Melissa Ford  
SENIOR MANAGER,  
CULTURE AND  
COMMUNICATIONS  
Southwest Airlines



> Jon Beatty  
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**S**earch the term “fun flight attendant” on YouTube and you’re guaranteed to find more than 24,000 examples of zany airline crew doing unusual and amusing things. And though it is difficult to pinpoint an exact origin, the phenomenon of funky flight crew taking entertainment into their own hands is one that appears to be growing in frequency, popularity and share-worthiness.

**SPONTANEOUS COMPULSION**

The capacity of these videos to go viral, and in some cases reach the mainstream media, makes them something of an airline marketer’s dream. But spontaneity is the key, as this is one of those things that just doesn’t work as well when contrived.

“It’s a genre. It has become a legitimate genre on YouTube and there are thousands of videos,” says Robert Palmer, WestJet’s manager of public relations. “Some are produced by the airline and some are shot using mobile devices that people bring onboard. There’s a definite difference.”

WestJet, a low-cost Canadian carrier, lays claim to a large percentage of the airborne-improv videos found on the Internet today. Watch any one of them and it quickly becomes clear from the cheering, the

applause and the sheer number of views that WestJet guests truly enjoy these moments of connection and conviviality.

**A REFLECTION OF VALUES**

Palmer says the airline did not plan to become a leader in this genre, but he is not surprised that it has happened. So why do certain carriers seem to dominate in this space? It has a lot to do with organizational values.

“It really is a reflection of our corporate culture,” he explains. “We love to have fun with our guests and we hire people who are fun, because it really boils down to that. You can’t teach fun and you can’t teach a sense of humor. So, when we hire people, we hire them for their attitude and their approach to interacting with our guests. The rest can be trained.”

In its 19 years of operation, WestJet has accrued a healthy cohort of frequent flyers. “I know that some of these folks look forward to those flights where they get the flight attendant who does the demonstration in a funny way,” says Palmer, adding that passengers are not shy about offering thanks and compliments when a crewmember has really made their day. “We get a lot of comments on our social media

pages ... A lot of that stems from the way [crew] have interacted with guests.”

Though WestJet largely benefits from crew originality in the cabin, it is not always an exact science. Occasionally, some folks just don’t see eye to eye on comedy – and banter intended to amuse can end up doing the opposite. “We have had one or two instances over the years we have had to speak to a crewmember,” Palmer admits. “Humor can be a difficult thing to do well, and people have different tastes when it comes to what is funny; it’s really nothing more than that.”

**CELEBRITY CREW**

In early 2014, a video (shot presumably by another crewmember) of Southwest flight attendant Martha Cobb’s hilariously modified pre-flight safety announcement was uploaded to YouTube. It promptly went viral. Within days of its debut, the clip had swept through social media, collecting more than 10 million views and even catching the attention of America’s favorite daytime talk show host: Ellen DeGeneres.

DeGeneres was so impressed with Cobb’s performance and the popularity of the video that she invited the single mom to be a guest on her Emmy Award-winning program.>



From Disney-themed flights to Orlando to in-flight weddings and live concerts, there’s never a shortage of crew-facilitated surprises onboard Southwest Airlines journeys.

PHOTOS: SOUTHWEST



**“Our flight attendants are great about finding unique ways to recognize customers and create memorable experiences.”**

MELISSA FORD  
SOUTHWEST AIRLINES

PHOTOS: © CL AVENUE PHOTO, SOUTHWEST



**ABOVE** Furry friends partake in the airborne fun during Virgin America's Operation Chihuahua Airlift. **RIGHT** Grammy-winner Kacey Musgraves provides in-flight entertainment to Virgin passengers.

**It is always noted when crew go the extra mile for passengers.**

Cobb's newfound celebrity status quickly landed her a place in the hearts of people everywhere, as well as a role in a Southwest TV commercial highlighting the airline's free Live TV streaming service to personal mobile devices.

"When we started flying in 1971, we were known for our low fares, which also meant no frills," says Melissa Ford, Southwest's senior manager, culture and communications. "That led to the saying that our flight attendants were our in-flight entertainment, and they were – and still are – great about finding unique ways to recognize customers and create memorable experiences."

A "Southwest flight attendant" query on YouTube turns up no fewer than 62,000 results. It far outpaces its fun-loving airline brethren like JetBlue, which has approximately 17,500; Virgin Atlantic with 16,700; WestJet with 13,300; and Virgin America with 11,900. And that's just what has been caught on camera. Southwest flight crew have even been known to improvise "birthday cakes" for passengers using materials found onboard, such as toilet paper rolls and straws.

**SAFETY FIRST**

Although Southwest does encourage staff to let their personalities shine through when interacting with guests, there are a few rules in place to make sure priorities are not forgotten. "Above all else, safety is first. So, if flight attendants are sprucing up a public announcement with humor, they must be sure to include all information required by federal aviation regulations," Ford explains. "Our flight attendants are tested on reciting safety announcements word for word ... It is also stressed that new hires keep their announcements basic for the first six months."

Jon Beatty sits on the board of the Air Charter Safety Foundation in Washington, DC and is also CEO of the Flight Safety Foundation, an international nonprofit organization providing impartial and independent expert safety guidance and resources to the aviation and aerospace industries. According to Beatty, there is nothing wrong with adding a bit of humor to safety announcements, so long as all the required elements are presented clearly and not made light of.

"We don't think that adding some creativity is inappropriate, but it does need to be handled carefully," Beatty says. "One of the most important things a passenger should do is to listen to the safety demo, but many passengers don't listen and tune it out. By adding some humor or fun to the demo, it can attract the attention of the passenger, which is a good thing. Presenting the information in an entertaining way will get the attention of even the most seasoned frequent flyer."

In a hectic world where many feel beholden to glowing electric rectangles at the office, in our living rooms and even in our hands, it is undeniably refreshing to be looked in the eye and related to on a personal level. Whether immortalized in film and shared the world over or remembered quietly as a high point in a long day, it is always noted when crew go the extra mile for passengers. ■



View the viral videos online at [APEX.AERO/FUNFLIGHT](http://APEX.AERO/FUNFLIGHT)

PHOTOS: VIRGIN AMERICA

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**“COOPER EJECTS  
FROM THE EMBATTLED  
SPACECRAFT,  
SPIRALING THROUGH  
THE BLACK HOLE  
AMIDST FLASHES OF  
FLUORESCENT LIGHT  
AND BLACKNESS.”**



# Seeing the Movies

With an estimated 258 million blind and low-vision people in the world, descriptive audio helps visually impaired viewers get the full picture, making movie-watching more accessible.

BY KATIE SEHL | ILLUSTRATION GABRIEL EBENSERGER

Picture your favorite movie scene. Maybe it's Julie Andrews' towering performance that brings Austria's alpine landscape to life in *The Sound of Music*. Or perhaps it's the explosive opening of Woody Allen's cinematic ode to Manhattan, where fireworks crescendo against the nighttime cityscape in rhythm with George Gershwin's *Rhapsody in Blue*. Is it the cosmic 3-D magnitude of space in Alfonso Cuarón's *Gravity* or Christopher Nolan's *Interstellar* that gives you pause? Or maybe you're a romantic and prefer watching Jack and Rose fly into the sunset from the bow of James Cameron's colossal blockbuster, *Titanic*. Close your eyes and picture your favorite scene. Now, imagine what it would be like to watch it without sight.

Kim Charlson, president of the American Council for the Blind, lost her vision when she was 11 years old, but thanks to descriptive audio, watching movies is something she can still enjoy. Descriptive audio, or visual description, is a narrative track slipped between a film's soundtrack and dialogue that describes the visual aspects of a production so that blind or visually impaired audience members can understand what's going on. In that "flying" scene in *Titanic*, for example, a narrator describes what can't

be seen: "Jack's face grins beside hers, as they soar over the waves from their solitary perch." Says Charlson, after watching *Titanic* with descriptive audio: "One of my favorite scenes was when Leonardo DiCaprio and Katie Winslet were standing out on the prow of the ship looking at the setting sun and the reflection on the water. I really lost myself in the whole movie experience."

### CALLING THE SHOTS

The production process of providing descriptive audio usually takes an average of two weeks. "When we get the program in, it's ingested, and then we get it burned into time code so that our writer has something to work from," explains Simone Cupid, producer, Accessible Media Inc. Once the writer receives the file, they watch the film carefully, dissecting each scene and identifying what visual information the narrator will need to convey. This can include anything from costume or scene changes to the entrance of a new character, sight gags, body language and more.

Writers are hired and trained vigorously to provide balanced descriptions in line with the company's style. After the writer scripts out the visual elements of the program,

**"Sometimes it doesn't really matter that a character's drinking a cup of coffee, because that has nothing to do with the story."**

SIMONE CUPID

the producer and their team is tasked with determining what information is and isn't essential. "Sometimes it doesn't really matter that a character's drinking a cup of coffee, because that has nothing to actually do with the story," Cupid says. "Even though it's an action that someone can't see, it isn't relevant to the story and all it does is cloud up the issue."

It may not be necessary to describe that a gun is shot, but who shot it and who was on the bullet's receiving end is essential. Other visual details are less cut-and-dried. "When is it important that somebody's black or white?" Cupid asks. "A lot of the times it is important, but most of the time it isn't ... Legitimately, you should mention it for all or mention it for none [of the characters], unless there's a pertinent reason that we have to point out a person's ethnicity."

Beyond the challenge of identifying what needs to be described is the challenge of when to do it. In a dialogue-heavy movie, the production team may have to choose between description and dialogue: "Minute by minute it's a toss up between these two decisions," Cupid explains. "Do I need to step on something a character is saying so



**"JACK'S FACE GRINS BESIDE HERS AS THEY SOAR OVER THE WAVES FROM THEIR SOLITARY PERCH."**

TITANIC





**“RAFIKI WALKS SLOWLY TOWARD THE END OF THE LEDGE, THEN HOLDS SIMBA HIGH IN THE AIR FOR ALL THE ANIMALS TO SEE.”**

## THE LION KING

that I can tell you he’s pulling out a gun at the same time, or is it more important for me to stay out and let him say whatever it is he’s got to say?”

Genre plays a factor in description as well. “You want the tone and the vocabulary and the pacing of the actual words to match that of the program,” adds Bryan Gould, director, Accessible Learning and Assessment Technologies at The Carl and Ruth Shapiro Family National Center for Accessible Media (NCAM) at television station WGBH. “If you’re doing a Mickey Spillane noir show, you’re not going to do it in a clipped-English sort of way... but you don’t want anything to stick out like a sore thumb.” Likewise, language used for children’s programming may need to be adjusted so that it’s suited to their level of comprehension.

### THE VOICE THAT BINDS

When the writer is finished with the script – it usually takes an average of three to five days to write – it goes back to the producer, who ensures that crucial visual information has been accounted for. With a television series like CSI, which may have multiple writers working on it, the producer may make edits

for consistency to make sure the series has a similar tone. “I always call it ‘the voice that binds,’” says Cupid.

Vocal talent is then hired to narrate the writer’s descriptions. “If the program has a lot of female voices or female characters in it, we may use a male narrator and vice versa,” Gould explains. So films such as *Fight Club*, *The Rat Pack* or *Ghostbusters* would have a female narrator, while *Bridesmaids*, *Black Swan* or *Sex and the City* may be narrated by a male. “That’s one thing we don’t want to do, is mask the description to make it sound like part of the program,” he adds.

### TECHNOLOGY AND DELIVERY

In the United States, most major theatrical films are starting to be released with descriptive audio. With digitization, descriptions can be transmitted onto a separate audio channel that can be turned on and off, and in movie theaters, this channel can also be transmitted to headset-equipped devices. The Department of Justice intends to issue a final ruling this fall that may require theaters to offer moviegoers devices for both closed captioning and descriptive audio. >

#### Original Script

[Rafiki holds Simba up for the crowd to view.]

Singer:  
It’s The Circle of Life...

[The crowd starts howling, stamping, etc...]

Singer:  
... And it moves us all  
Through despair and hope  
Through faith and love...

[The clouds part and a sunbeam highlights Rafiki and Simba on Pride Rock.]

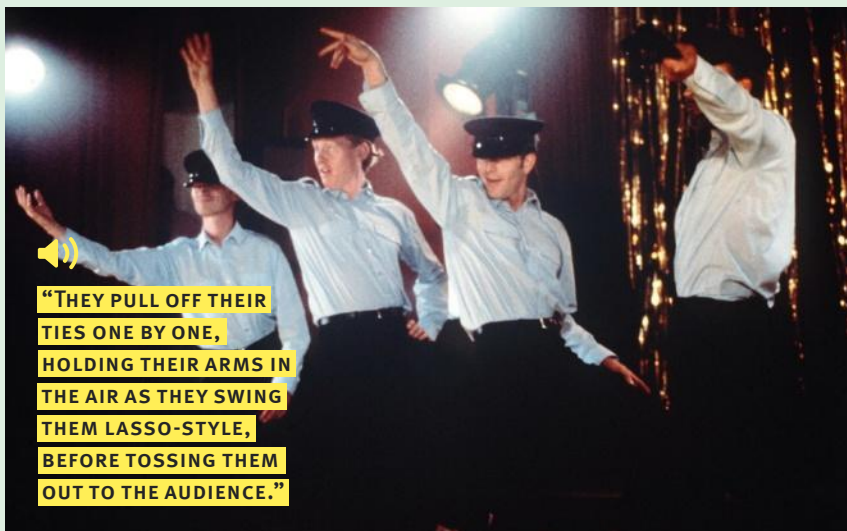
Singer:  
... Till we find our place...

The crowd bows down, one by one.

Singer:  
... On the path unwinding...

[Camera slowly zooms out to a striking panoramic view of the scene.]

Singer:  
... In the Circle  
The Circle of Life.



“THEY PULL OFF THEIR TIES ONE BY ONE, HOLDING THEIR ARMS IN THE AIR AS THEY SWING THEM LASSO-STYLE, BEFORE TOSSING THEM OUT TO THE AUDIENCE.”

THE FULL MONTY

“Technologically it is like any other audio track.”

MICHAEL CHILDERS



“THE OPPONENT SLAMS THE NARRATOR’S FACE REPEATEDLY ON THE FLOOR. THE NARRATOR IS SHOWN HIS BLOOD.”

FIGHT CLUB

For in-flight entertainment (IFE), “The natural progression would be to emulate the broadcast model, where you have one movie, but you provide different soundtracks for it,” says Geoff Freed, director, Technology Projects and Web Media Standards, NCAM. “Technologically it is like any other audio track,” adds Michael Childers, APEX Technical Committee chair and Board member. “Descriptive audio tracks would be delivered to post-production just like audio language tracks, and they are multiplexed alongside other audio tracks and synced to the video the same way.” In 2014, in partnership with Disney, Emirates became the first airline to offer passengers films with descriptive audio tracks. Moving forward, proactive agreements with studios will be key, as they

will allow the necessary preparations to be made to create the descriptive audio track within the early content delivery window.

The US Department of Transportation (DOT) will provide recommendations to the Security of Transportation by July 25 this year, with rulemaking planned for December. Under APEX’s Closed Caption Working Group, or through a newly created descriptive audio working group, the APEX Technical Committee will work with parties such as DOT and NCAM on the submission and to bring descriptive audio onboard. “The first action for us is... to draft specifications for the delivery of these tracks in the same way that we specify parameters for delivery of other tracks,” Childers says. “Most likely, it would be a revision to APEX 0403 [for closed

captioning], which would be picked up and reused in new specifications, such as a potential H.265 specification.”

### ACCESSIBLE INTERFACES

Bringing descriptive audio onboard is one huge step, but making it possible for passengers to find these films is a whole other matter. In 2014, Air Canada became the first airline to provide a fully accessible in-flight entertainment system with the unveiling of its Boeing 787 fleet, equipped with Panasonic’s eX3 system produced in collaboration with DTI Solutions (now part of Global Eagle Entertainment). The system allows visually impaired passengers to navigate the graphical user interface in complete autonomy thanks to text-to-speech technology.

“With our software partners,” explains Éric Lauzon, manager, Multimedia Entertainment, Air Canada, and APEX Board member, “we developed a content management system (CMS) for this accessible IFE solution that allows us to basically piggyback on the metadata and entertainment content that our content service provider enters into the media management system. The output of this CMS is then imported into a tool that creates text-to-speech audio files.” After being tested by Panasonic, the files are packaged and made available onboard so passengers can hear descriptions of the film in either French or English before selecting their option.

The airline has also licensed programs such as the cooking show *Four Senses*, an original production produced by Access Media Inc. that features blind Master Chef Christine Ha and includes embedded descriptions. ■



  
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**“In this day and age, you can have almost anything on the road that you have at home, except people.”**

# Allison Burke

## EXECUTIVE VICE-PRESIDENT Telefonix, Inc.

After completing her MBA at The University of Chicago Booth School of Business, Allison joined Telefonix in 2004. She started her career with John Hancock financial services, where she began as a mainframe programmer, moving on to hold roles in both e-commerce program management and IT strategy. Since 2009, Allison has served as executive vice-president of Telefonix, overseeing Finance, Marketing, IT and Legal.

### **D**id you choose the airline industry or did it choose you?

This industry chose me. My father started Telefonix in our basement when I was young. After several years in an IT service organization, where plans and strategy were being handed down from the business to our organization, I realized that I really wanted to be at the front end of the business, so I went back to school to complete my MBA. At this time, my father asked me to join Telefonix for two years to see if it might be something that I wanted to be a part of long-term – that was 11 years ago!

### **Something only people working in the airline industry would understand?**

I am still excited to see new IFEC equipment onboard one of my flights that my company was a part of bringing to market. There is just a sense of pride and excitement that the person sitting next to you on the airplane definitely cannot understand. Some of my colleagues laugh at me, but I also have an app on each of my devices to test Wi-Fi speed on each of my flights.

### **What do you think is the most overlooked aspect of the passenger experience?**

I still believe that there is a lot more that could be done to improve the transition from the airport to the aircraft. While passengers can distinguish the difference between their overall airport experience and their airline carrier, the time at the gate and in baggage are very much a part of their overall airline

experience. These are areas that have not seen much improvement in the last decade.

### **What are your ritual travel habits?**

My friends laugh at me, but I pack from a set of different travel spreadsheets – I have standard packing lists for most trip types, lengths of stay and weather combinations. I guess I am your typical Type A traveler before my trip begins. If possible, once I arrive at my destination, I like to unpack, throw on a pair of running shoes and go for a long walk to get a sense of where I am.

### **Two things that you miss most about home when you're traveling?**

In this day and age, you can have almost anything on the road that you have at home, except people. So, it only makes sense that I miss my loved ones more than anything else. If I had to pick a second thing that I miss, I guess it would be the ability to change my mind about what I want to wear!

### **Craziest travel experience?**

The craziest for me was on an international flight to Osaka, Japan. It was late in the flight when I woke to the sound of people yelling and flight crew hurrying to the back of the airplane. There was a small woman, probably in her 50s or 60s, who was screaming as she was being detained by the air marshal and crewmembers. The woman had been kicking the seat of the passenger in front of her and tapping the person sitting next to her. When asked to stop, she became hysterical, bit the passenger next to her, and then proceeded to stand and bite two or three other nearby passengers before she was detained. ■

#### › FAST FACTS

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**BRAND OF SUITCASE:**  
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# Flight Fatigue

Casual travelers often bemoan the effects of jet lag, but how do road warriors – whose careers require frequent air travel – stay in peak performance mode while on the move?

BY HOWARD SLUTSKEN | ILLUSTRATION CLARA PRIETO

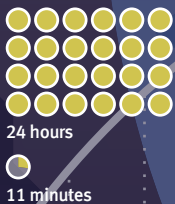


Lhx1 is the gene that controls our sleep-wake cycle that contributes to jet lag.

75% of jet-lagged travelers report problems sleeping the first night.

After three nights, the rate drops to 30%.

A Harvard study has pegged the Circadian cycle of a healthy adult at 24 hours and 11 minutes, give or take 16 minutes.



Jet lag generally occurs when travelers cross three or more time zones. Fatigue from a long north-south flight is likely caused by the discomfort of immobility.

It takes the body about one day per time zone to fully recover from jet lag.

+1h = 1 day

While travelers with rigid schedules suffer the most, young children often seem to be immune.



**F**eeling a wee bit tired? Ready for a nap? Getting the “nods” at your desk? You’re not alone.

We’re a chronically sleep-deprived society, thanks to the demands of our jobs and personal lives. We’re extending our waking hours, exchanging our sleep for other activities. We try to convince ourselves that “It’s OK, I don’t need to sleep as much.” But when we do this day after day and night after night, we end up with a “sleep debt,” and we’re fatigued.

**SLEEP LOSS**

“Fatigue is a state that results from sleep loss, continuous hours of wakefulness, disruptions of your body clock, and workload that affects you both mentally and physically,” says Dr. Melissa Mallis, of M3 Alertness Management. Mallis is an international leader in alertness research and fatigue risk management, and provides expertise to international aviation agencies and airlines. “There are individual differences to how much sleep people need per night, and how people respond to sleep loss,” she adds.

It may seem simple, but we can recover from sleep debt by being regimented in our sleep schedule, and to sleep in on our days off. “What happens on a Saturday morning

is that you don’t make up the lost sleep hours one-for-one, but you have more deep sleep, and then you end up sleeping a little bit longer. Your brain restructures your sleep cycle. It usually takes about two days – a weekend – to eliminate any sleep debt with a person’s normal schedule; three days if they’re working nights or going across time zones,” says Mallis.

**TIME ZONED**

But what’s a traveler to do, now that we have aircrafts that can span the globe and half the world’s time zones, switching “day for night” at the end of a flight? We’re invariably sleep deprived by the time we step onto the airplane, with packing, last minute details, cleaning up at work and general excitement and anticipation for our upcoming trip. “In flight, try to take a nap, and minimize the amount of caffeine that you drink,” says Mallis. “Once you arrive at your destination time zone, if you’re there for less than three days, you should try to stay on your home clock. Longer than three days, get on the destination schedule right away – eat lighter meals at the right time, stay awake until local night, and when you wake up in the morning, expose yourself to sunlight.” >

**It takes about two days to eliminate any sleep debt within a person’s normal schedule.**

**REFRESH AIRSIDE**

Lie-flat seats that turn into full-length beds certainly make it easier for first- and business-class passengers to get their needed sleep during a long-distance flight. And after they get off the airplane, those passengers can take advantage of yet another service to help them adjust to a new time zone: arrival lounges.

These lounges have been springing up at airlines’ hubs and focus airports over the years, offering up showers, a spa, refreshments and valet services to freshen flight-wrinkled clothes. Even the most seasoned frequent flyer no doubt welcomes being able to reset before leaving the airport and prepare for the day ahead.

Nike and Seattle-based design firm Teague teamed up to create an airplane cabin concept deemed the Athlete’s Plane, specially designed for professional athletes.



PHOTO: TEAGUE





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# Sleep-Savvy Tech-Aids

A sachet of lavender, a cup of lemon verbena tea: These gentle sleep inducers are a nice thought but in this tech age, our jet lag can't possibly be treated with solutions so unplugged.



### JET LAG ROOSTER

Enter your flight details into the online jet lag calculator for a customized itinerary that advises on the best times to sleep, seek or avoid light to adapt to your new time zone. Prefer advice from a proper frequent flyer? Consult the British Airways web advisor. Treatment: Begin adjusted sleep cycle before trip or after arrival.



### RE-TIMER

These lens-less glasses will have you seeing green. A UV-free green light emits from the bottom of the wearable device to take the edge off sudden time change. Treatment: 30 minutes a day, four days before you fly.

### LUMOSTECH SMART SLEEP MASK

Millisecond light pulses over your eyes are controlled from your smartphone so that your internal clock and destination time zone can jive to the same circadian rhythm. Clinically supported by Stanford University; still under development. Treatment: Wear sleep mask during your flight.



### LUMIE ZEST

A portable light panel that emulates a sunrise glow for timed light therapy sessions that help regulate your body clock. Adjustable brightness and an optional beep keep you from falling back to sleep. Treatment: 30 minutes a day for three days upon arrival.

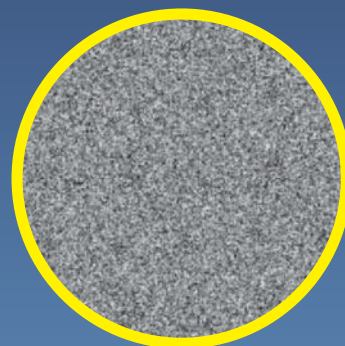
### DELTA AIR LINES PHOTON SHOWER

Built by Weiden + Kennedy New York in collaboration with Delta Air Lines for TED2013, this concept welcomes fatigued passengers into a mirrored booth dotted with LEDs where they will experience a light show of a specific color spectrum that remedies their jet lag. Treatment: Presumably shorter than the duration of a real shower.



### HUMANCHARGER

Through earbuds, the iPod-like device delivers bright light to the photosensitive areas of the brain. As a certified medical accessory in Europe it has even improved the reaction time of Finnish hockey players. In 2012, Finnair tested the headsets for business-class passengers traveling between Helsinki and Shanghai. Treatment: Three sessions of 12 minutes per day, three to four days before you fly.



### WHITE NOISE

Delta Air Lines introduced the static fuzz in-flight radio channel in 2013 so passengers who are light sleepers can drown out conversations and other nuanced interruptions with a devoted noise track. Treatment: Listen whenever you want some peace.



Studies show that athletes traveling to games three time zones away end up with a **60% chance of losing the game.**

**Motor function significantly deteriorates in athletes immediately after air travel, and lingers for the same number of days as the amount of time zones crossed.**

**Athletes in international competitions directly after time zone transition demonstrate a decline in performances that require complex mental activity.**

Equipped with technology for monitoring and analyzing biometrics, the airplane could provide further insights on how flying affects the body.

## Philipp Steiner describes the Athlete's Plane as a complete training room in the sky.

### DUTY CALLS

Road warriors, those business people who spend as much time airborne as they do on the ground, often face meetings or working dinners as soon as they get off the airplane. It could be the middle of the night at home, but the road warrior might be sitting down to a multicourse meal, trying to close a deal. "It's bad enough that you're tired and not even wanting to eat, and all you want is dessert. When you're sleep deprived, you crave high sugar and high-fat foods. But if you eat them, you'll get the 'crash' and feel a low point. Focus on proteins, fruits and vegetables instead," says Mallis.

The prototypical frequent flyer, like George Clooney's character Ryan Bingham in the movie *Up in the Air*, has a job to do when they arrive in a new city. But there's a group of warriors that are at a very different level – professional sports teams. While facing rigorous game schedules, and travel that takes teams thousands of miles and across multiple time zones even during a single road trip, players are expected to be at their physical and mental best, and ready to play and win games soon after a flight. Teams travel on commercial flights or charters, with interior configurations and amenities not all that different from what a premium economy or business-class passenger would have on a scheduled flight. But that might change, thanks to a concept by innovative design company Teague, in collaboration with Nike.

### THE ATHLETE'S PLANE

Philipp Steiner, Teague's creative director, describes the Athlete's Plane as a complete training room in the sky. Based on a wide-body aircraft cabin, the interior includes lie-flat seating designed for athletic builds;

a recovery room, with benches, massage tables and the provision for a variety of treatments; and a high-tech galley, designed to meet an athlete's specific nutritional and hydration needs. "Our approach was focused on helping the athlete travel between games in better condition," says Steiner. Dealing with fatigue is only one part of the process, given the physical demands placed on an athlete. "If you think of their cumulative performance over a season, they're essentially in a nonstop recovery mode. Rather than being in preparatory mode for the next game, the athlete is still recovering from the last game. So, treating them more as precious cargo, helping them with treatment and some of the ailments that come with their sport, was key to what we are trying to do."

It all keeps coming back to catching some zzz's. Mallis says that sports teams should maximize their sleep, and Steiner agrees. He says, "To actually lie flat and sleep is probably the most important activity for recovery."

So, it turns out your parents were right: You've got to get your sleep! ■



“Instant feedback is always important in trying to create a memorable on-board experience.”

# Dr. Stathis Kefallonitis

## FOUNDER AND PRESIDENT branding.aero

Stathis is a dynamic airline brand experience strategist who leverages a unique blend of creative insight and business strategy. He has directed projects with Airbus, Boeing, IATA and a number of airlines, as well as facilitated workshops and presentations at APEX and IFSA events. Stathis also serves as an assistant professor of marketing at the School of Business, State University of New York at Oswego.

### **I** f you weren't doing your current job, what would you love to be doing?

Still the same job. I consider myself lucky to do what I am passionate about in life. This of course relates to airline branding and ways to improve the passenger experience in the industry.

### **Something that never ceases to amaze you in your industry?**

The versatility and variability of on-board services. These can vary tremendously from airline to airline. Middle Eastern and some Asian carriers seem to have taken the lead in passenger-service excellence.

### **What are the challenges with being a supplier to airlines? What are some of the highlights?**

Challenges: Airline cabins look and feel rather similar. Most airlines use navy blue as the primary color of furnishings and crew uniforms. This offers little room for airline brand differentiation. Another challenge is everything should have been completed yesterday. Highlights include the impact you can have in the industry.

### **What do you think is the most overlooked aspect of the passenger experience?**

Thank the passenger for his or her business and follow up with him or her regarding any

improvements or service inconsistencies. Instant feedback is always important in trying to create a memorable on-board experience.

### **Did you choose the airline industry or did it choose you?**

I chose the airline industry. Although, after 15-plus years of working in this industry, I think that we have developed a mutually beneficial relationship!

### **What's the best meal you've ever had during a flight?**

A first-class meal that was offered to me in recognition of my frequent flyer status when traveling in economy. That happened on a flight between the US and Europe. All premium seats were taken, so I had to travel in economy. A senior member of the cabin crew tried to make my flight experience as memorable as possible by offering me a first-class meal, complimentary drinks and an amenity kit. This has stayed with me, as someone went beyond the call of duty in trying to provide a better service.

### **Favorite airport carpet?**

L.F. Wade International Airport (BDA), formerly Bermuda International Airport. The carpet resembles a bright 1970s design that makes you feel good. ■

#### > FAST FACTS

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David Reynolds

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**FAVORITE AIRPORT RESTAURANT:**  
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**THE FUTURE OF FLIGHT WILL BE:**  
Customized



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> [APEX.AERO/STATHIS KEFALLONITIS](#)

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# WOI



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# Sound Investment

As a consultant to airlines and aircraft manufacturers, Paul Sillers sounds off on the auricular landscape of commercial aviation, chronicling the advancements made since his first flight.

BY PAUL SILLERS | ILLUSTRATION NELSON AEDO

# A Fresh Look

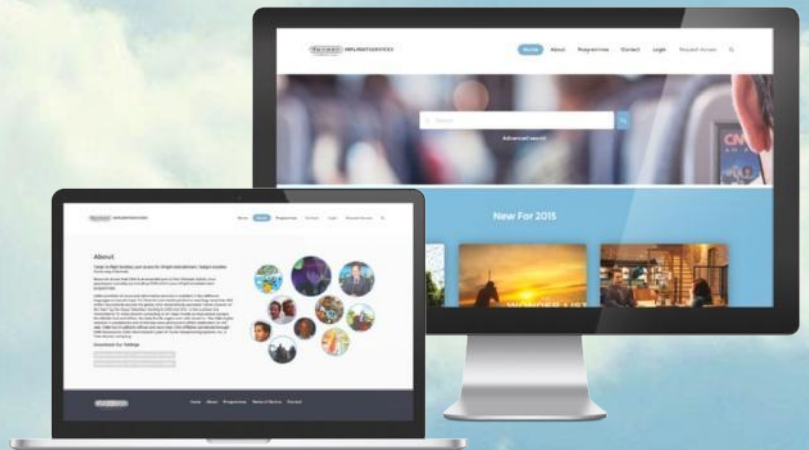
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**S**tepping out from London Airport's Europa Building on a frosty November morning, I'm hit by the acerbic aroma of kerosene in the air. I'm five years old.

Pacing faster toward the airport apron with my mother and baby sister, through the chilly mist I can make out the imposing silhouette of a Vickers Vanguard, unmistakably identical to the Airfix 1:144 scale model I had assembled and diligently painted with silver Humbrol paint. But it pales in comparison with the real one I see parked before me, 144 times bigger, gleaming in the dazzling white, black and red livery of BEA – the European forerunner of British Airways.

Clambering up the metal stairway, we are greeted by two elegant women in navy blue uniforms wearing pillbox hats and white gloves. I'm in unfamiliar yet exhilarating territory: I've finally boarded a real aircraft for the first time, and although I don't yet know it, the experience is going to have a profound influence on my life.

### **SPEAK VOLUMES**

Gazing out of the airplane's elliptical windows, I'm hypnotized as the fluorescent-yellow tipped propellers of the starboard engines start rotating, accelerating into an almost invisible whirl. My adrenaline is up, and so is the aluminum bird as it ascends through the

altocumulus, en route to Renfrew Airport to visit my Scottish forebears. And as I glance around the cabin, I experience my first encounter with the world of in-flight entertainment (IFE): conversation. Strangers talk to each other and entertain one another in the captive yet convivial atmosphere of the Vanguard's cabin.

But there's something detracting from the magic of the moment – the relentless growl and persistent vibration of the Rolls-Royce Tyne engines. I will realize, later in life, that a prerequisite for conversation – and IFE for that matter – is serenity.

### **ENGINEERING THE FOKKER 50**

Exactly 20 years elapse, and as if to fulfill some kind of preordained destiny, I'm an industrial designer in the Interiors Engineering Department at the Dutch aircraft manufacturer Fokker, a short ride along the cycle path of the Schipholdijk from Schiphol Airport in Amsterdam. I'm working with a team of aeronautical designers and acoustic engineers with a specific quest: to design a quieter cabin for the Fokker 50, a totally new incarnation of the manufacturer's iconic turboprop airplane, the F27 Friendship.

Our mission is to keep the sound envelope flat – as flat as the consistently horizontal Dutch landscape itself, so that passengers can converse at altitude or

## **Strangers entertain one another in the captive yet convivial atmosphere.**

listen to music unimpeded by the din of juddering propeller blades.

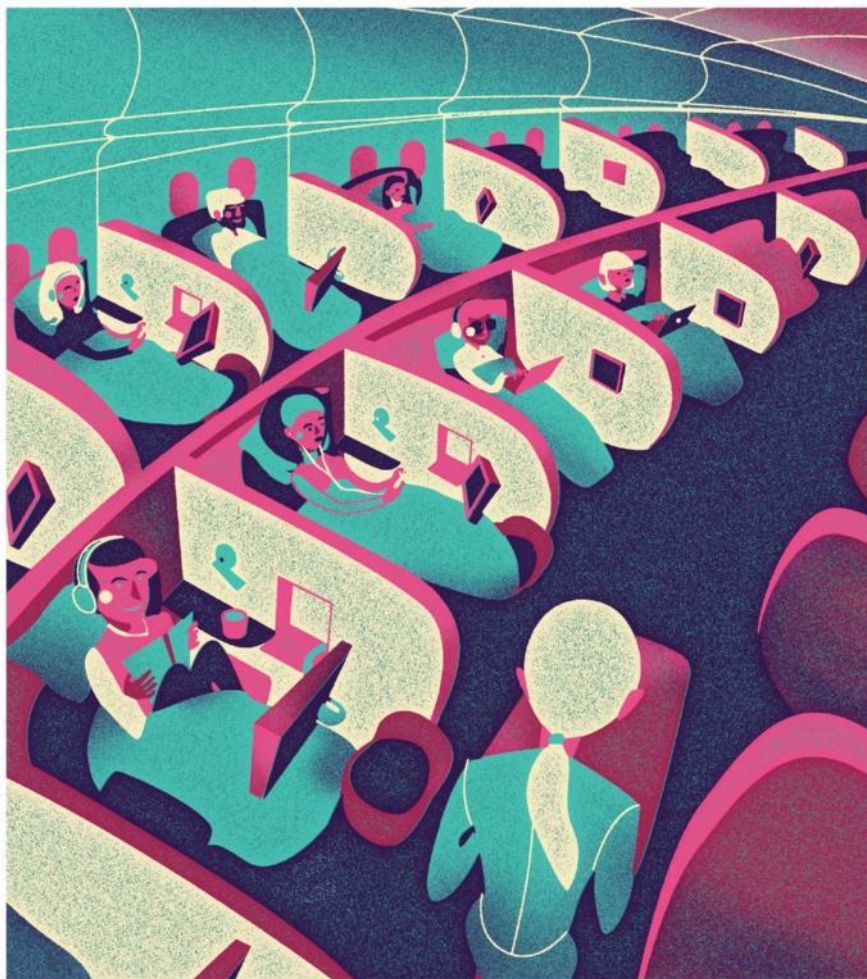
It's the 1980s and we are immersed in the mysterious realm of active trim plates, vibration-absorbing materials, thermal blankets, Helmholtz resonators, double-tuned waveguide resonators – the invisible and unsung heroes of cabin tranquility that make on-board conversation and movie-watching possible. And thanks to a recent invention, my entire music collection – from 10cc to Tchaikovsky – is now portable. It's called a Sony Walkman, the first bring-your-own-device of IFE that accompanies me on all my flights at this time, perhaps a decade before the industry recognizes that passengers are a couple of steps ahead of the airlines in shaping the entertainment experience. >

## I see many clues that indicate the crusade for the serene aircraft is being won.

### A WALK ABOVE

The Walkman, a product that Sony's market researchers conclude will never have any commercial prospects – but which the company launches regardless of the negative prognosis – becomes emblematic of consumer individualism and freedom of choice. It's a phenomenon that mirrors the roadmap for all successive manifestations of IFE: In-flight entertainment becomes locked into a game of techno-leapfrog, constantly seeking to overtake terrestrial-bound entertainment experiences before passengers bring the tech aboard themselves.

But my Walkman's headphones are lightweight, flimsy and lacking the oomph to compete with the drone of the power plants on my aircraft. To turn the volume to max would be poor etiquette. Sony's game-changing device is not yet designed for the in-flight environment.



### SOUND IT OUT

A solution does eventually appear, countless circumnavigations of the globe later, when I'm onboard an Air France A340. I'm bound for the Big Apple from CDG, tasked by the French flag carrier with evaluating its on-board experience. Silence is yet again on the agenda as Air France's marketing team equips me with Sennheiser noise-canceling headphones. Progress. We are able to suppress the perception of cabin noise, but we are still treating the symptoms, not the causes.

The millennium approaches, and British Airways throws down the gauntlet that brings about a paradigm shift in premium travel. John Donne, the 17th-century metaphysical poet, may have been right in asserting that "no man is an island," but I see that "being an island" has become the aspiration of most passengers. Premium seats become cocooned into their own demi-cabins, and I witness the digital estrangement of travelers in all classes. Less time interacting with other passengers and more time absorbing audio-visual content dictates that a tranquil cabin will become obligatory for ultimate IFE enjoyment.

### RESOUNDING PROGRESS

Fast-forward to today. Sitting in seat 38A, gazing out the window while waiting for the flight crew to finish their pre-flight checks and push back from the stand, the whirling yellow propeller tips of my childhood now a distant memory, I survey the airplanes meandering around the taxiways. I see many clues that indicate the crusade for the serene aircraft is being won. The landscape includes the noise-reducing Sharklets of the Airbus A350 XWB and the noise-reducing zigzag chevrons on the Boeing 787's GEnx-1B nacelles. Finally, noise, the beast that tormented the full IFE experience, is being slayed. It's gratifying to see the industry isn't just suppressing the perception of cabin noise, it's actually eradicating noise at source.

Above the altocumulus, the flight levels out and ambient cabin sound settles down into an agreeable hum. Whether your preference is for conversing with your new neighbor or for tucking into limitless choice of entertainment content, spare a thought for the anonymous design teams and technologies that enable IFE to be enjoyed – against a background of tranquility. ■

Going wireless IFE?  
**Unfortunately, everything is not wireless**



### Brand New PES/PSS + P System

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- Full Certified Flying and Operational

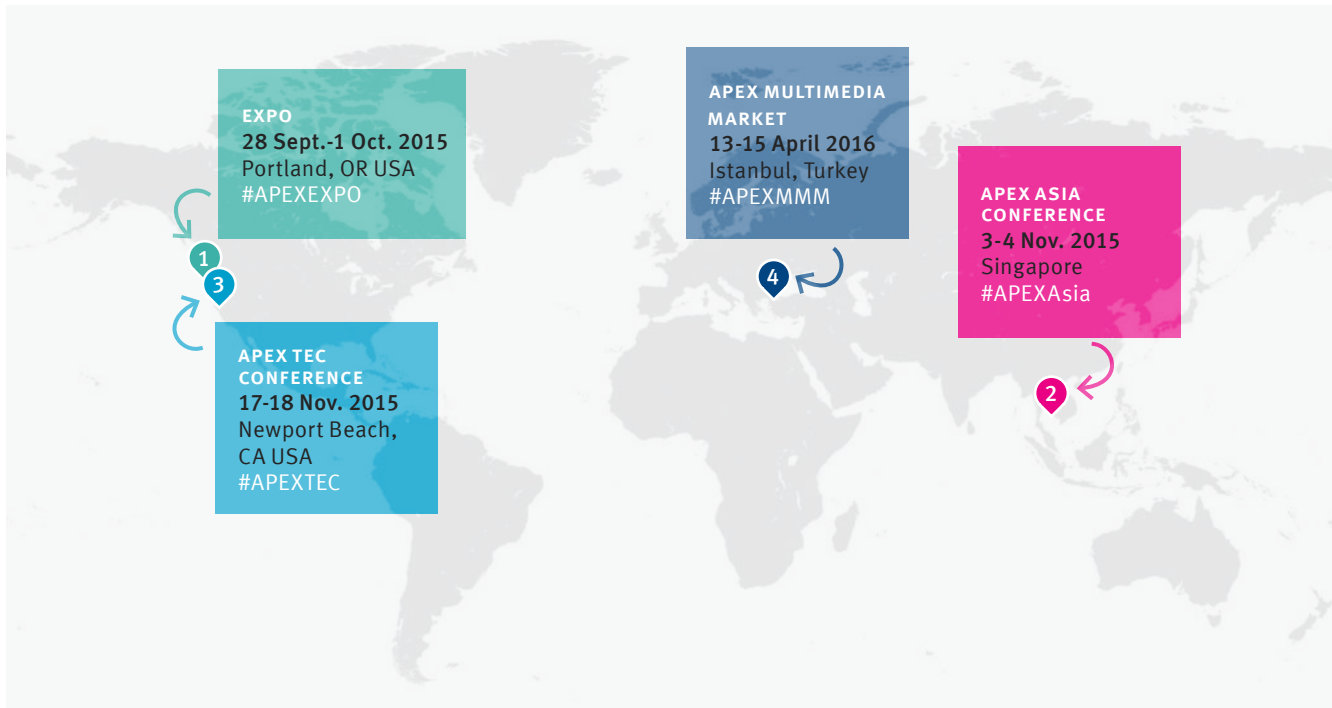


See our videos

# Upcoming APEX Events



For the most up-to-date event calendar visit [APEX.AERO](http://APEX.AERO)



**1 EXPO**  
28 Sept.-1 Oct. 2015  
Portland, OR USA  
#APEXEXPO

**2 APEX ASIA CONFERENCE**  
3-4 Nov. 2015  
Singapore  
#APEXAsia

**3 APEX TEC CONFERENCE**  
17-18 Nov. 2015  
Newport Beach, CA USA  
#APEXTEC

**4 APEX MULTIMEDIA MARKET**  
13-15 April 2016  
Istanbul, Turkey  
#APEXMMM

**2016-2018 EXPO Dates:**

**2016 – Singapore**  
24-27 October

**2017 – Long Beach, CA USA**  
25-28 September

**2018 – Boston, MA USA**  
24-27 September

Tweeting from one of our upcoming events? Be sure to use the designated hashtag so other members can join the conversation!

## NEXT UP: The Design Issue

2015: VOLUME 5, EDITION 5

Keep your eyes open for an extended feature on seating design and innovations, novel configurations, and what the seating shortage means for independents. Other stories include a review of the *Airline Visual Identity: 1945-1975* mega coffee-table-book, a look at the Orbis Flying Eye Hospital, and an examination of how bifocal branding is accomplished. This issue will also moonlight as our EXPO edition, with valuable show information and scheduling.

# APEX Revs Up for 2015 EXPO in Portland

## NETWORKING EVENTS AT A GLANCE

### WELCOME RECEPTION

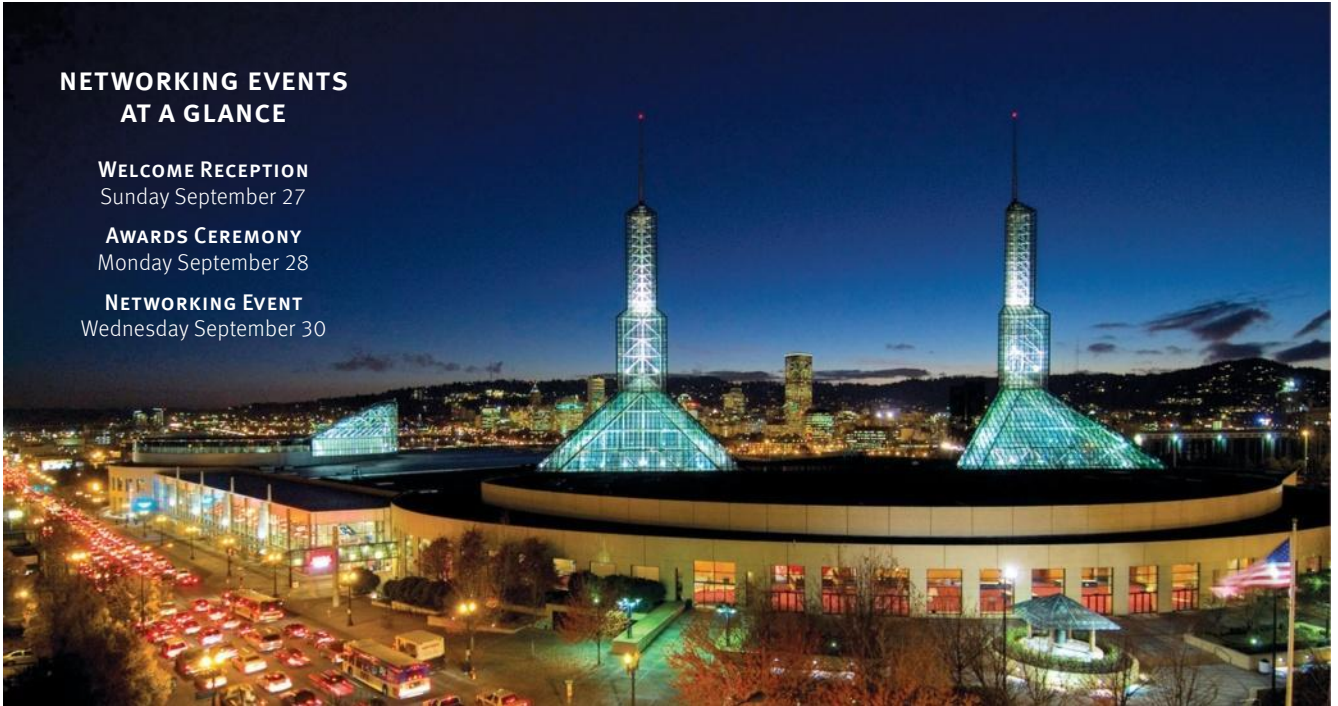
Sunday September 27

### AWARDS CEREMONY

Monday September 28

### NETWORKING EVENT

Wednesday September 30



Light up the runway, because APEX is about to land in Portland for the 2015 APEX EXPO. Hundreds of airline representatives will join thousands of industry peers and business partners at the airline passenger experience industry's most comprehensive event and tradeshow – and you're invited! Following a string of global APEX events, including the APEX Middle East Conference in Abu Dhabi, the MultiMedia Market in Prague and the Technology Conference in California, the EXPO will take place September 28-October 1 in Portland, Oregon, US. Registration is open at [apex.aero](http://apex.aero).

Each year, EXPO draws the most influential decision-makers in the passenger experience industry as a one-stop-shop for doing business, showcasing and viewing the latest innovations and learning about exciting future innovations. This year, an expansive tradeshow floor will bring airlines together with vendors representing every aspect of the passenger experience: Comfort & Ambience, Entertainment & Connectivity and Catering & Services.

Off the tradeshow floor, attendees will also have the opportunity to take part in a

full day of riveting educational sessions led by some of the industry's most sought-after thought leaders. These sessions will provide invaluable insights on trends in in-flight connectivity, airline strategy, the direction of rulemaking regarding closed captioning and what that means for you, the future of a practical yet comfortable cabin, seat design and more. Furthermore, EXPO attendees will have access to even more service industry vendors thanks to APEX-partner IFSA.

In addition to the always-popular onsite and offsite networking events, APEX members look forward to the coveted EXPO Awards Ceremony, honoring the airlines, vendors and individuals who continue to raise the bar when it comes to the passenger experience. During the ceremony, winners will be announced for the the global APEX Passenger Choice Awards, APEX Awards (formerly the Avion Awards), as well as the Lifetime Achievement, Outstanding Contribution and Newcomer awards.

Registration is now open! Visit [apex.aero](http://apex.aero) to sign up and to view up-to-date agenda information. ■

## EVENTS & EXPO COMMITTEE

### CO-CHAIRS

**Dominic Green**, Inflight Dublin  
**Jennifer Clark**, Global Eagle  
Entertainment

### MEMBERS

**John Courtright**, System Integrity  
Engineering  
**Rowena Falcinella**, Panasonic  
Avionics Corporation  
**Marcus Goncalves**, Interact  
**Kate Groth**, Global Eagle  
Entertainment  
**Betsy Hamlin**, Cinesky Pictures

# Czech You Next Time, Prague



See more coverage from MMM 2015  
[APEX.AERO/MMM15](http://APEX.AERO/MMM15)

This year's MultiMedia Market was held in the beautiful city of Prague, Czech Republic, April 20-22, 2015. Attendees enjoyed two full days of appointments at the Forum Karlin, followed by the always-popular Networking Event and Quiz Night, sponsored by Panasonic at the Municipal House in the Old Town district of the city. A buffet dinner was followed by intense rounds of media, music and movie trivia, with the coveted trophy and prizes going to team The Hot Girlz.



## MMM QUIZ NIGHT TOP SCORES

These four teams were in a tight race to the finish line, with the last skill-testing question asking teams to name each of the songs in the "Mime Through Time" YouTube video by comedy trio SketchSHE:

The Hot Girlz	100
Audrey's B!^\$#@s	97
Dana and Lauren Rock (aka Pandering to the Judges)	97
Bombay Vikings	92



The final day of the conference welcomed several speakers to the podium for Education Day including Peter Knapp, global creative officer for Landor, Éric Lauzon of Air Canada and the APEX Board, Matthias Walther of Panasonic and more. The "I Want My Live TV" panel was an involved session that brought together Jeff Briller, director of Content Licensing & Programming Strategy, Global Eagle Entertainment; Clare Josey, director of Global Marketing, Thales; Zina Neophytou, director of Travel & Special Markets, BBC Worldwide Television; Scott Scheer, director of Global Communications Services, Panasonic Avionics; and Richard Wise, senior vice-president, IMG Media.

To read coverage from this session and more, please visit [apex.aero/MMM15](http://apex.aero/MMM15). ■



**Overall MMM experience was rated at 92%**

**100% of exhibitors rated their experience as excellent or good**

**90% are planning on attending next year's market in Istanbul, Turkey**

# Committee Highlight: Awards

As an association that awards and celebrates excellence, APEX recognizes members' efforts to constantly improve the passenger experience. A group of five people, representing both airline and vendor members, are tasked annually to oversee a passenger and industry-driven awards program. These dedicated members make up APEX's Awards Committee.

In addition to structuring the Passenger Choice Awards, which are recognized as the industry's most prestigious award influenced by passenger feedback, the committee works year-round to identify member companies

and individuals worthy of the association's highest honors. Some of the other awards the committee works on include the Lifetime Achievement Award, Outstanding Contribution Award, APEX Awards (previously known as the Avion Awards) and Newcomer of the Year Award.

Throughout the year, the committee routinely examines each individual award to make improvements year-over-year, always welcoming member feedback. This year, the Award Committee's hard work will culminate at the APEX Awards Ceremony, to be held at EXPO this September. ■

## COMMITTEE MEMBERS

### CHAIR

**Dominic Green**, Inflight Dublin

### MEMBERS

**Patrick Brannelly**, Emirates; **Éric Lauzon**, Air Canada; **Luay Qunash**, Royal Jordanian Airlines; **Brian Richardson**, American Airlines; **Alfy Veretto**, Virgin America

## THE AWARDS

### PASSENGER CHOICE AWARDS

This awards program recognizes airline achievements as viewed by the passengers. Passengers select finalists by way of a two-month online survey, and association airline members pick the winners.

### LIFETIME ACHIEVEMENT AWARDS

This award is presented to a member whose long-term efforts, dedication, sustained commitment in support of the association itself and of in-flight entertainment and communications clearly establish that individual's career as a lifetime industry achievement. Members submit nominations and the APEX Board of Directors determines the winner.

### OUTSTANDING CONTRIBUTION AWARD

This award goes to an individual whose contributions, innovations and/or leadership have generated a significant and fundamental improvement to the passenger experience.

### APEX AWARDS

Previously known as the Avion Awards, the APEX Awards recognize single achievements in innovation and technology.

### NEWCOMER OF THE YEAR AWARD

This award is given to a new member company that has implemented an impressive service or product within the last year.



PHOTOS: AMY GRAVES

# Exciting News Experiences

Earlier this year, apex.aero relaunched with a new and exciting, interactive design and user experience, further establishing the site and the association as a hub for news and information about the airline industry and passenger experience. Behind the changes for the new site was APEX's Marketing & Communications (MarCom) Committee. We caught up with Committee Chair, Ingo Wuggetzer (Airbus), to hear more about the new website, as well as other exciting activities and upcoming initiatives from the MarCom team.



**ABOVE** Ingo Wuggetzer, Marketing & Communications Committee Chair for APEX, outlines some of the new features of the APEX website, shown at **RIGHT**, and more.

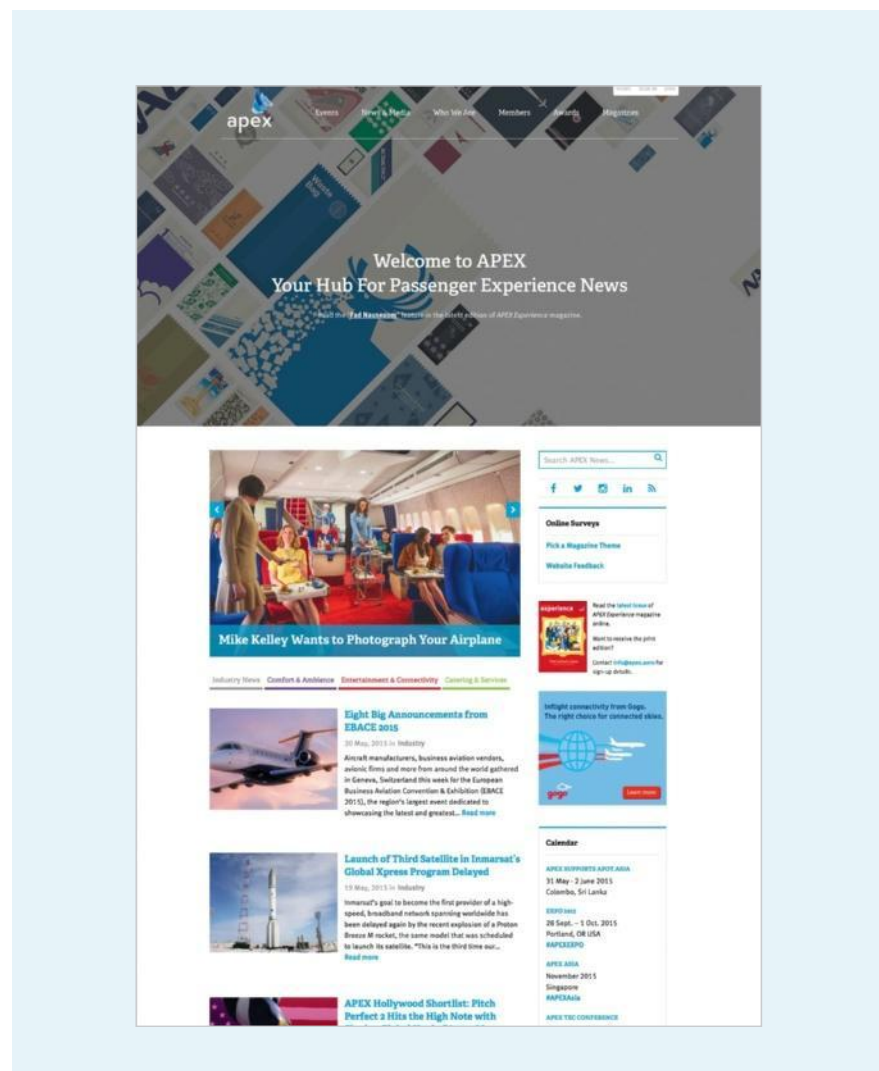
**The successful relaunch of apex.aero was a huge undertaking. From a MarCom perspective, what are your key takeaways from the process?**

In order to continue to establish apex.aero as the industry's information hub for the airline passenger experience, it was important to strike a balance between member-centric communications and public-facing expertise. The new site provides an easier, more reliable and robust user experience based on a new design language to visually support the information hub. Website visitors can now seamlessly navigate between APEX's various offerings, including event registration, exclusive content surveys and

opinion polls, the member directory, back issues of *Experience* magazine and more! That seamlessness was also reflected in the cross-functional team effort that went into the creation of the site. The relaunch couldn't have happened without the hard work and enthusiasm of the MarCom Committee, Spafax and APEX staff. I really like the new look!

**APEX is a varied association with many different parts. What efforts has the MarCom team taken to consistently present cohesive messaging across all communications channels?**

Our committee is always looking for ways to leverage the APEX brand while also presenting association events, original





content, opportunities and information in a cohesive and inclusive way. For example, over the last two years the team has standardized and rebranded all events with co-logos, highlighting the unique characteristics of each individual event without sacrificing the significance of the APEX brand (e.g. APEX TEC, APEX Asia, APEX Middle East, etc.).

Another way we will be communicating a cohesive APEX message will be through our new, improved and fully integrated daily newsletter, which will be rolled-out in September. This new, cost-effective newsletter will combine the highly popular daily aggregation of global news with APEX original content, as well as the Weekly Connection, staying consistent with the new website design in aesthetics and methodology. The MarCom Committee will be working with Spafax on the creation and



management of this new newsletter. Finally, the MarCom team is currently working with APEX staff to evaluate opportunities for a new app! This app will put all APEX information at the fingertips of those attending an event, or those who just want to stay connected. Stay tuned for more updates in the weeks leading up to EXPO.

**APEX has taken significant steps to distinguish itself from other industry groups. How has MarCom helped those efforts?**

A significant distinction between APEX and other industry groups is that APEX is supported by the actual passenger

experience community. Sure, we are colleagues, business partners and even competitors in some cases but, at the core, we're also friends. APEX has uniquely captured the perfect balance of business and fun. The MarCom team conveys this distinctive sense of community, while also continuing to establish a strong reputation as an industry authority. A great example of this was the launch of the APEX Image Campaign, which showed actual members working together and having a good time at various APEX events. I'm very pleased with the results so far, and I'm looking forward to keeping up the momentum. ■

**IN MEMORIAM**

**ARTHUR JAMIESON (1942 – 2015)**

The in-flight entertainment industry has lost one of its more colorful characters following the death of Arthur Jamieson. Arthur was the founder and managing director of The Inflight Entertainment Company, a content service provider to a number of airlines, notably Monarch and Kuwait Airways. Arthur started his life in the world of advertising before joining British Caledonian Airways in 1982. He was hired as

UK and Europe advertising manager but eventually ended up running the in-flight entertainment department. After the takeover of BCal by British Airways in 1987, Arthur left to form The Inflight Entertainment Company. He attended every WAEA/APEX conference until he sold his company and retired in 2012. His sudden and unexpected death was attributed to natural causes.

# IFSA President's Letter



Providing knowledge to our members is one of IFSA's key objectives every year. Through our Government Affairs and Education Committee (GAEC), we work hard to make sure that our members are always kept informed of the latest food safety and government affairs issues. Our highly qualified professionals from member companies work year-round with the USDA, FDA and the EU to provide education and clarity on regulations that impact the on-board service industry.

As part of that commitment to education, IFSA is proud to offer a truly enlightening lineup for the 50th IFSA Annual Conference and EXPO. This year, education will be held in the morning before the EXPO show floor opens. We have done this to streamline the conference schedule and help attendees get the most out of their time in Portland. Our speakers include Suzy Badaracco, Culinary Tides; Matt Tenney, social entrepreneur and the author of *Serve to Be Great: Leadership Lessons from a Prison, a Monastery, and a Boardroom*; and an update from GAEC, which will be provided by Neil Ylanan, LSG Sky Chefs.

As we draw closer to our 2015 conference in Portland

this September, I'd like to reflect on how much this event helps our members to continue to grow, evolve and deliver the best airline passenger experience possible. The various industries represented at our colocated EXPO continue to work in tandem with each other, and for this reason we continue to focus on our alliance with APEX.

In addition to the conference, I also want to highlight the success of the 2015 IFSA Scholarship Foundation. Through even more generous donations and a record number of applications, this will be the most successful year to date. We'd like to thank all of our award sponsors for their continued support of this program that benefits students across the globe.

Finally, I'd like to thank all our committee leaders and members for all their hard work this year and I look forward to seeing you all in Portland this September. ■

Sincerely,

› Pam Suder-Smith  
PRESIDENT  
International Flight  
Services Association

"The various industries represented at our colocated EXPO continue to work in tandem with each other."



# Government Affairs and Education Committee Update

During the IFSA Government Affairs and Education Committee (GAEC) meeting on April 29, members shared several updates from the USDA, the forthcoming World Food Safety Guidelines update and the recent EU labeling meeting in Frankfurt, Germany.

The GAEC is scheduled to present in 2015 at the IFSA Conference and EXPO in Portland, Oregon the morning of September 29. This effort will be led by Neil Ylanan. GAEC would like the opportunity to have a roundtable discussion at the IFSA Annual Conference in

September and would also like to consider adding an EU Sub-Committee to the GAEC, which would eventually expand to Asia.

## World Food Safety Guidelines Update

The GAEC has been hard at work on the World Food Safety Guidelines this year. Some great input was gained from the EU labeling meeting and now the committee chairs are wrapping up a few final sections. The document is expected for release in mid-summer.

## IFSA Scholarship Foundation: 2015 Most Successful Year to Date

The International Flight Services Association Foundation is proud to offer multiple scholarships to help exceptional students and current on-board service professionals further their education. The Foundation Scholarships cover tuition, books, living expenses and associated costs with college.

The scholarships are available to students across the globe. Last year, the IFSA Foundation awarded \$60,000 in scholarships for the second year in a row. In 2015, through even more generous donations, the IFSA Foundation will administer over \$80,000 in scholarship awards. This year's scholarship award winners will be announced during the summer. Visit [ifsanet.com](http://ifsanet.com) and apply today.

## EXPO Update

The Annual Conference Planning Committee is hard at work producing the highest quality annual conference and exposition. The Onboard Innovation Pavilion will return this year and we look forward to seeing new on-board technologies that will be showcased. Additionally, there will be a networking event for IFSA attendees only at Punch Bowl Social, a venue featuring bowling, darts, vintage video games, karaoke, delicious food, drinks and more. Attendee registration will open in early June. Visit [ifsanet.com](http://ifsanet.com) for more updates.

### Thank you to the IFSA Foundation scholarship donors!

Alphonse Joseph	Harvey & Laura Alpert	LSG Sky Chefs
AMI Group	James T. Pfannkuche	Oakfield Farms Solutions
Elite Airline Services	John & Ginnie Long	Sue Ling Gin Charitable Trust
Flying Food Group	John Louis	Wessco International
Gate Gourmet	Ken Samara	
Gourmet Foods	King Nut Companies	

What to look for in the months ahead

# Coming Attractions



## **W** 12 Golden Ducks

**Director:** Matt Chow  
**Cast:** Sandra Ng, Anthony Wong, Nicholas Tse, Louis Koo

Devastated by a love affair, former in-demand gigolo Future Chang retreats to Thailand and leads a dissolute life. Thanks to the intervention of his high school teacher, he summons the courage to return to Hong Kong to make a comeback in the male escort trade.

**DISTRIBUTOR:** EMPHASIS VIDEO ENTERTAINMENT LIMITED  
**CONTACT:** GRACE LAU

\* EXCLUDING CHINA



## **W** 45 Years

**Director:** Andrew Haigh  
**Cast:** Charlotte Rampling, Geraldine James, Tom Courtenay

There is just one week until Kate Mercer's 45th wedding anniversary and the planning for the party is going well. But then a letter arrives for her husband. The body of his first love has been discovered, frozen and preserved in the icy glaciers of the Swiss Alps.

**DISTRIBUTOR:** SKEYE  
**CONTACT:** ISABELLE BÉGIN

\* EXCLUDING GERMANY, ISRAEL, UK, US, FRANCE, AUSTRALIA, NEW ZEALAND



## **W** 99 Homes

**Director:** Ramin Bahrani  
**Cast:** Andrew Garfield, Laura Dern, Michael Shannon

Charismatic and ruthless businessman Rick Carver is making a killing by repossessing homes, gaming the real estate market, Wall Street banks, and the US government. When he evicts Dennis Nash, Nash becomes so desperate to provide for his family that he goes to work for the man who evicted him.

**DISTRIBUTOR:** JAGUAR DISTRIBUTION CORP.  
**CONTACT:** FRANCE CAPOR

\* EXCLUDING US



## **W** The Age of Adaline

**Director:** Lee Toland Krieger  
**Cast:** Blake Lively, Michiel Huisman, Kathy Baker, Amanda Crew, Harrison Ford, Ellen Burstyn

After remaining 29 years old for almost eight decades, Adaline has lived a solitary existence, never allowing herself to get close to anyone who might reveal her secret. But a chance encounter with charismatic philanthropist Ellis Jones reignites her passion for life and romance.

**DISTRIBUTOR:** PARAMOUNT  
**CONTACT:** MARK HORTON

\* EXCLUDING US



## W Aloha

**Director:** Cameron Crowe  
**Cast:** Bradley Cooper, Emma Stone, Rachel McAdams, Bill Murray, John Krasinski, Danny McBride, Alec Baldwin

A celebrated military contractor returns to the site of his greatest career triumphs – the US Space program in Honolulu, Hawaii – and reconnects with a long-ago love while unexpectedly falling for the hard-charging Air Force watchdog assigned to him.

**DISTRIBUTOR:** TWENTIETH CENTURY FOX  
**CONTACT:** JULIAN LEVIN

\* EXCLUDING US, CANADA AND TERRITORIES/POSSESSIONS



## W Amy

**Director:** Asif Kapadia  
**Cast:** Amy Winehouse

Amy tells the incredible story of six-time Grammy-winner Amy Winehouse – in her own words. Featuring extensive unseen archive footage and previously unheard tracks, this strikingly modern, moving and vital film shines a light on the world we live in, in a way that very few can.

**DISTRIBUTOR:** TERRY STEINER INTERNATIONAL  
**CONTACT:** NADJA RUTKOWSKI



## W Ant-Man

**Director:** Peyton Reed  
**Cast:** Paul Rudd, Michael Douglas, Evangeline Lilly, Hayley Atwell, Judy Greer

Biochemist Dr. Hank Pym uses his latest discovery, a group of subatomic particles, to create a size-altering formula. Armed with an astonishing super-suit that shrinks in scale but increases in strength, con man Scott Lang must embrace his inner hero and help his mentor to save the world.

**DISTRIBUTOR:** DISNEY STUDIOS NON-THEATRICAL  
**CONTACT:** RUTH WALKER



## W Astérix: The Mansions of the Gods

**Director:** Louis Cliché  
**Cast:** Roger Carel, Lorànt Deutsch

Julius Caesar unveils his latest plan to get rid of the Gauls: a stealth invasion through the construction of a new Rome. Despite Astérix and Obélix's plans to stop the construction work, the buildings quickly rise and Roman citizens start to peacefully invade their surroundings, bringing chaos to Asterix's village.

**DISTRIBUTOR:** ENTERTAINMENT IN MOTION  
**CONTACT:** BILL GRANT

\* EXCLUDING FRANCE, CANADA



## W Bessie

**Director:** Dee Rees  
**Cast:** Queen Latifah, Michael K. Williams, Khandi Alexander, Mike Epps, Tory Kittles, Tika Sumpter

Queen Latifah stars as legendary blues singer Bessie Smith in HBO Films' *Bessie*. The film focuses on Smith's transformation from a struggling young singer into the "Empress of the Blues" – one of the most successful recording artists of the 1920s and an enduring icon today.

**DISTRIBUTOR:** HBO  
**CONTACT:** KALLIOPE DIAKOS



## W Beyond the Brick: A LEGO Brickumentary

**Directors:** Kief Davidson, Daniel Junge  
**Cast:** Jason Bateman

This feature-length, theatrical documentary explores the creativity and community surrounding LEGO bricks.

**DISTRIBUTOR:** TERRY STEINER INTERNATIONAL  
**CONTACT:** NADJA RUTKOWSKI

\* EXCLUDING FRANCE, GERMANY, MALAYSIA, TAIWAN, HONG KONG, CHINA, BRAZIL, CANADA

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## W Bis

**Director:** Dominique Farrugia  
**Cast:** Franck Dubosc, Kad Merad, Alexandra Lamy

Two friends who are not very satisfied with their current lives accidentally go back to the 1980s to fix their professional and personal futures.

**DISTRIBUTOR:** SKEYE  
**CONTACT:** ISABELLE BÉGIN

\* EXCLUDING FRANCE



## W Child 44

**Director:** Daniel Espinosa  
**Cast:** Tom Hardy, Noomi Rapace, Gary Oldman

Set in 1953 Soviet Russia, *Child 44* chronicles the crisis of conscience for secret police agent Leo who loses everything when he refuses to denounce his own wife as a traitor. Exiled from Moscow to a provincial outpost, Leo joins forces with a general to track down a serial killer who preys on young boys.

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## W Cut Snake

**Director:** Tony Ayres  
**Cast:** Sullivan Stapleton, Alex Russell, Jessica De Gouw

Sparra has a solid job, an adorable fiancée, Paula, and already owns a modest house in the country. The only odd thing is that Sparra says little about his past – but that past is about to catch up with him and take control of his present.

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\* EXCLUDING CANADA, AUSTRALIA, NEW ZEALAND



## I Cymbeline

**Director:** Michael Almereyda  
**Cast:** Ethan Hawke, Ed Harris, Milla Jovovich

A gritty story of a take-no-prisoners war between dirty cops and an outlaw biker gang where a drug kingpin is driven to desperate measures.

**DISTRIBUTOR:** SKEYE  
**CONTACT:** ISABELLE BÉGIN



## I Danny Collins

**Director:** Dan Fogelman  
**Cast:** Al Pacino, Jennifer Garner, Christopher Plummer, Annette Bening, Melissa Benoist, Bobby Cannavale

Danny Collins, an aging 1970s rocker, can't give up his hard-living ways. But when his manager uncovers a 40-year-old undelivered letter written to him by John Lennon, he embarks on a journey to rediscover his family, find true love and begin a second act. Inspired by a true story.

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## **W** Descendants

**Director:** Kenny Ortega  
**Cast:** Kristin Chenoweth, Dove Cameron, Sofia Carson, Cameron Boyce, Booboo Stewart, Mitchell Hope

In the united fairytale kingdom Auradon, Beast and Belle's son and future king offers the teenaged kids of infamous Disney villains Maleficent, Evil Queen, Jafar and Cruella de Vil a chance to attend the elite prep school alongside the kids of Disney heroes.

**DISTRIBUTOR:** DISNEY STUDIOS NON-THEATRICAL  
**CONTACT:** RUTH WALKER



## **W** Entourage

**Director:** Doug Ellin  
**Cast:** Kevin Connolly, Adrian Grenier, Kevin Dillon, Jerry Ferrara, Jeremy Piven, Billy Bob Thornton

Movie star Vincent Chase, together with his boys, Eric, Turtle and Johnny, are back... and back in business with super-agent-turned-studio head Ari Gold. Some of their ambitions have changed, but the bond between them remains strong as they navigate the capricious and often cutthroat world of Hollywood.

**DISTRIBUTOR:** WARNER BROS.  
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## **W** Fantastic Four

**Director:** Josh Trank  
**Cast:** Michael B. Jordan, Miles Teller, Kate Mara, Jamie Bell, Toby Kebbell, Reg E. Cathey, Tim Blake Nelson

Four young outsiders teleport to an alternate and dangerous universe which alters their physical form in shocking ways. Their lives irrevocably upended, the team must learn to harness their daunting new abilities and work together to save Earth from a former friend turned enemy.

**DISTRIBUTOR:** TWENTIETH CENTURY FOX  
**CONTACT:** JULIAN LEVIN

\* EXCLUDING GERMANY, AUSTRIA



## **W** Furious 7

**Director:** James Wan  
**Cast:** Vin Diesel, Paul Walker, Dwayne Johnson, Jason Statham

More than a year after Dom and Brian's crew finally returned to the States with their pardons, danger has returned in the form of a cold-blooded British black ops assassin hell-bent on revenge.

**DISTRIBUTOR:** UNIVERSAL  
**CONTACT:** PHYLLIS BAGDADI



## **W** Gangnam Blues

**Director:** Yoo Ha  
**Cast:** Lee Min-Ho, Kim Rae-Won, Jung Jin-Young

Jong-Dae and Yong-Ki grew up like brothers in an orphanage. After they leave, they make a living by picking up paper and empty bottles. Jong-Dae becomes involved in a struggle of interests over development in Gangnam, Seoul, where he becomes a gang member.

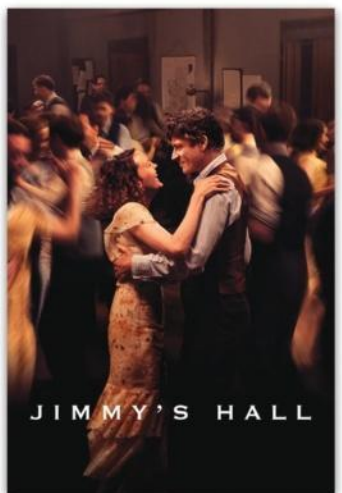
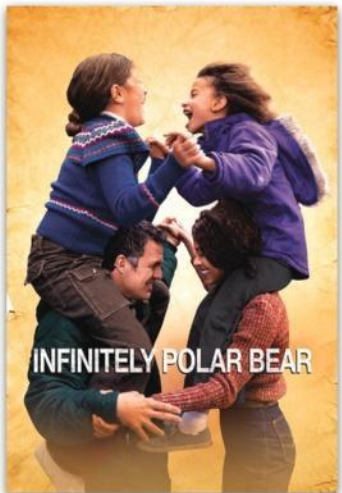
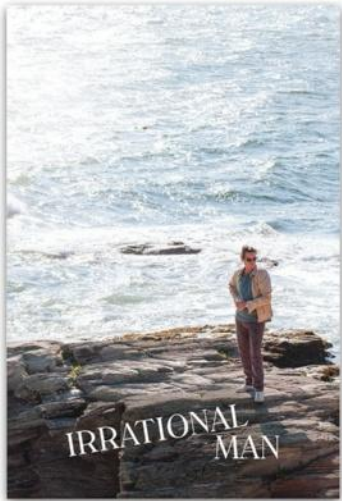
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**I The Gift**

**Director:** Joel Edgerton  
**Cast:** Joel Edgerton, Jason Bateman, Rebecca Hall

Simon and Robyn are a young couple whose lives are going well until a chance encounter with an acquaintance from Simon's past sends their world into a harrowing tailspin, prompting Robyn to question: How well do we really know the people closest to us, and are past bygones ever really bygones?

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**W Her Granddaughter**

**Director:** Ryuichi Hiroki  
**Cast:** Nana Eikura, Etsushi Toyokawa, Sakura Ando, Osamu Mukai

When Tsugumi's grandmother passes away, she decides to live in her grandmother's house while working from home. One day, she finds a strange middle-aged man in the house. Though she doesn't know the exact relationship between him and her grandmother, Tsugumi begins to live with him.

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\* EXCLUDING JAPAN



**W I'll See You in My Dreams**

**Director:** Brett Haley  
**Cast:** Blythe Danner, Martin Starr, Sam Elliott, Malin Akerman

After the death of her dog, Carol finds the everyday activities that gave her life structure have lost their luster. With the support of three girlfriends, Carol decides to embrace the world, embarking on an unlikely friendship with her pool man, pursuing a new love interest, and reconnecting with her daughter.

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**W The Gunman**

**Director:** Pierre Morel  
**Cast:** Sean Penn, Javier Bardem, Idris Elba, Ray Winstone, Jasmine Trinca

An international spy must clear his name in order to save himself from the organization that he used to work for.

**DISTRIBUTOR:** PENNY BLACK MEDIA  
**CONTACT:** CATHIE TROTTA

\* EXCLUDING US



**\* Infinitely Polar Bear**

**Director:** Maya Forbes  
**Cast:** Mark Ruffalo, Zoe Saldana, Imogene Wolodarsky, Ashley Aufderheide, Beth Dixon, Keir Dullea

A manic-depressive mess of a father tries to win back his wife by attempting to take full responsibility for their two young, spirited daughters who don't make the overwhelming task any easier.

**DISTRIBUTOR:** SONY PICTURES RELEASING  
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## W Inside Out

**Director:** Pete Docter  
**Cast:** Amy Poehler, Lewis Black, Mindy Kaling, Bill Hader, Phyllis Smith

Young Riley is uprooted from her Midwest life when her father starts a new job in San Francisco. Like all of us, Riley is guided by emotions that live in Headquarters, the control center inside our minds. But as Riley and her emotions struggle to adjust to a new life in San Francisco, turmoil ensues in Headquarters.

**DISTRIBUTOR:** DISNEY STUDIOS NON-THEATRICAL  
**CONTACT:** RUTH WALKER



## W Italian Race

**Director:** Matteo Rovere  
**Cast:** Stefano Accorsi, Tatiana Luter, Rinat Khismatouline

The De Martino family has always had motor oil and petrol flowing in their veins. Mario, the head of the family, is forced to make way for his young and talented daughter Giulia. Together, they will return to the racetrack and learn what it means to be a family.

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\* EXCLUDING ITALY, AUSTRALIA, NEW ZEALAND, CANADA



## W Jackie & Ryan

**Director:** Ami Canaan Mann  
**Cast:** Katherine Heigl, Ben Barnes

A modern-day train hopper fighting to be a successful musician and a single mom battling to maintain custody of her daughter defy their circumstances by coming together in a relationship that may change each other's lives forever.

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## \* Jimmy's Hall

**Director:** Ken Loach  
**Cast:** Barry Ward, Francis Magee, Aileen Henry, Simone Kirby, Stella McGill, Sorcha Fox

Political activist Jimmy Galton is deported from Ireland during the country's Red Scare of the 1930s.

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\* BAHAMAS, BERMUDA, SABA, ST. EUSTATIUS, ST. KITTS-NEVIS, ST. MAARTEN, US



## W Learning to Drive

**Director:** Isabel Coixet  
**Cast:** Patricia Clarkson, Ben Kingsley, Grace Gummer, Jake Weber

When her husband walks out on her, Wendy Shields watches her life crumble overnight.

Struggling to reclaim her independence in New York City, she hits a unique roadblock: She never learned to drive. Her life is forever changed when she meets a driving instructor on the brink of an arranged marriage.

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## **W** Lost River

**Director:** Ryan Gosling  
**Cast:** Eva Mendes, Saoirse Ronan, Ben Mendelsohn, Matt Smith, Christina Hendricks, Ian De Caestecker

In the abandoned city of Lost River, a single mother of two is led into a macabre underworld in her quest to save her childhood home. Her son discovers a mystery about the origins of the city that sets into motion an unexpected journey that will test everyone's limits.

**DISTRIBUTOR:** PARAMOUNT  
**CONTACT:** MARK HORTON

\* EXCLUDING US, CANADA

## **\*** Little Boy

**Director:** Alejandro Monteverde  
**Cast:** Emily Watson, Kevin James, Tom Wilkinson, Michael Rapaport

The inspirational story of a seven-year-old boy who is willing to do whatever it takes to end World War II so he can bring his father home. The story reveals the indescribable love a father has for his little boy, and the love a son has for his father.

**DISTRIBUTOR:** PARAMOUNT  
**CONTACT:** MARK HORTON

\* US ONLY



## **W** Mad Max: Fury Road

**Director:** George Miller  
**Cast:** Tom Hardy, Charlize Theron, Nicholas Hoult, Hugh Keays-Byrne, Nathan Jones, Josh Helman

Haunted by his turbulent past, Mad Max believes the best way to survive is to wander alone. Nevertheless, he becomes swept up with a group fleeing across the Wasteland, pursued by Immortan Joe – a ruthless warlord who has marshaled all his gangs.

**DISTRIBUTOR:** WARNER BROS.  
**CONTACT:** JEFF CRAWFORD



## **W** Magic Mike XXL

**Director:** Gregory Jacobs  
**Cast:** Channing Tatum, Matt Bomer, Joe Manganiello, Kevin Nash, Adam Rodriguez, Gabriel Iglesias

Three years after Mike bowed out of the stripper life, the remaining Kings of Tampa are also ready to throw in the towel. But they want to do it their way: burning down the house in one last blowout performance in Miami, with legendary headliner Magic Mike sharing the spotlight with them.

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## **W** Max

**Director:** Boaz Yakin  
**Cast:** Josh Wiggins, Lauren Graham, Thomas Haden Church

A coming-of-age story about a young teen from a family dealing with loss, who finds friendship, comfort and adventure with the heroic military dog of his fallen brother, a United States Marine who served his country on the frontlines of the war in Afghanistan.

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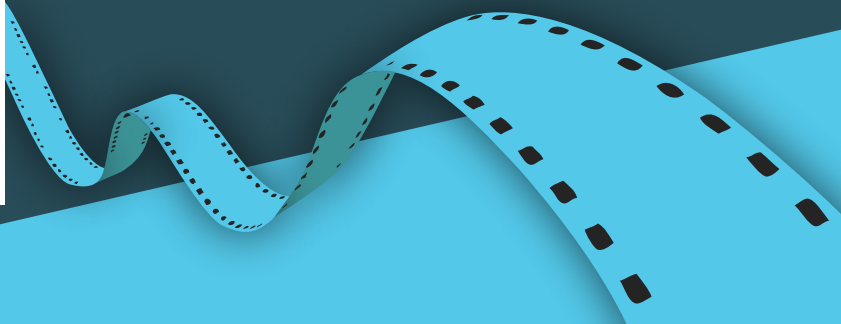
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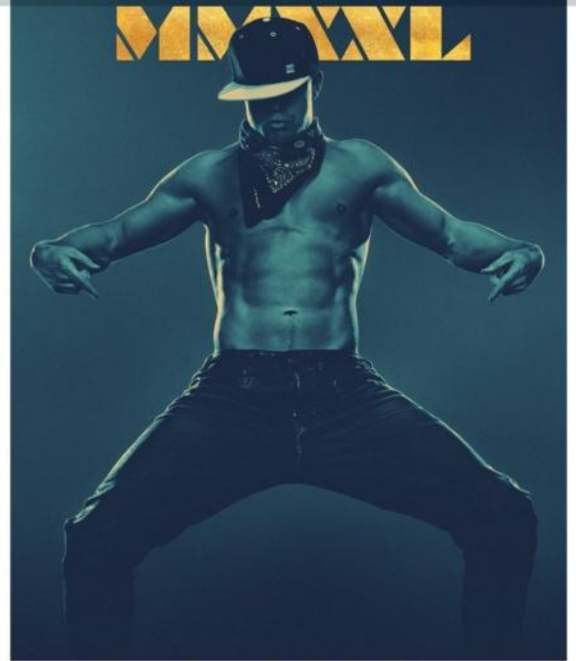


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## **W** Me and Earl and the Dying Girl

**Director:** Alfonso Gomez-Rejon  
**Cast:** Thomas Mann, Olivia Cooke, RJ Cyler, Nick Offerman, Molly Shannon, Jon Bernthal

Greg Gaines is an awkward high school senior whose mom forces him to spend time with Rachel – a girl in his class with whom he hasn't spoken since kindergarten – who was just diagnosed with cancer.

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**CONTACT:** JULIAN LEVIN



## **W** Mother Trees

**Director:** Isumichi Isomura  
**Cast:** Kyoka Suzuki, Mirai Shida, Takahiro Miura

Mitsu Tamura is the mother of seven sons, six of whom died on the battlefield. To mend her broken heart, she talks to the seven paulownia trees that she planted whenever one of her sons left for the battlefield.

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\* EXCLUDING JAPAN



## **\*** Mr. Holmes

**Director:** Bill Condon  
**Cast:** Ian McKellen, Laura Linney, Hiroyuki Sanada

1947, an aging Sherlock Holmes returns from a journey to Japan. Grappling with the diminishing powers of his mind, Holmes comes to rely upon a young boy as he revisits the circumstances of the unsolved case that forced him into retirement, and searches for answers to the mysteries of life and love.

**DISTRIBUTOR:** TERRY STEINER INTERNATIONAL  
**CONTACT:** NADJA RUTKOWSKI

\* US ONLY



## **W** Office Party

**Director:** Oleg Asadulin  
**Cast:** Nikolay Naumov, Kseniya Sobchak, Maksim Vitorgan, Vasya Oblomov, Roman Yunusov, Sergey Belogolovtsev

Igor, a senior manager at a furniture showroom, dreams of being promoted. One morning, after an office party, he finds the showroom completely trashed. The staff claimed that when they left the night before, everything was in order. This is a disaster for Igor, whose career is now at stake.

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## **W** One Wild Moment (Un moment d'égarement)

**Director:** Jean-François Richet  
**Cast:** Vincent Cassel, François Cluzet, Alice Isaaz

Two friends bring their daughters with them on a beach vacation and find themselves in an awkward situation.

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## \* The Overnight

**Director:** Patrick Brice  
**Cast:** Jason Schwartzman, Judith Godrèche, Adam Scott, Taylor Schilling

In an attempt to acclimate to Los Angeles, a young couple spends an increasingly bizarre evening with the parents of their son's new friend.

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\* US ONLY



## W Paper Towns

**Director:** Jake Schreier  
**Cast:** Nat Wolff, Cara Delevingne, Austin Abrams, Halston Sage, Justice Smith

A coming-of-age story centering on Quentin and his enigmatic neighbor Margo, who loved mysteries so much she became one. After taking him on an all-night adventure through their hometown, Margo suddenly disappears – leaving behind cryptic clues for Quentin to decipher.

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**CONTACT:** JULIAN LEVIN



## W Pitch Perfect 2

**Director:** Elizabeth Banks  
**Cast:** Anna Kendrick, Rebel Wilson, Hailee Steinfeld

After being humiliated in front of the US President, The Bellas are banned from collegiate competition. In order to clear their name and regain their status, they take on a seemingly impossible task: winning an international competition no American team has ever won.

**DISTRIBUTOR:** UNIVERSAL  
**CONTACT:** PHYLLIS BAGDADI



## W Pixels

**Director:** Chris Columbus  
**Cast:** Adam Sandler, Kevin James, Michelle Monaghan, Peter Dinklage, Josh Gad, Brian Cox

When intergalactic aliens misinterpret video feeds of classic arcade games as a declaration of war against them, they attack the Earth. President Will Cooper has to call on his childhood best friend and 1980s video game champion to lead a team of old-school arcaders to defeat the aliens and save the planet.

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**W Ricki and the Flash**

**Director:** Jonathan Demme  
**Cast:** Meryl Streep, Sebastian Stan, Kevin Kline

A woman abandons her family when she is young to find fame and fortune as a rock star. Decades later, she decides to be a mother again to her estranged children, one of whom is going through a rough divorce.

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**W San Andreas**

**Director:** Brad Peyton  
**Cast:** Dwayne Johnson, Carla Gugino, Alexandra Daddario, Ioan Gruffudd, Archie Panjabi, Hugo Johnstone-Burt

After the infamous San Andreas Fault finally gives, triggering a magnitude nine earthquake in California, a search and rescue helicopter pilot and his estranged wife make their way together from Los Angeles to San Francisco to save their only daughter.

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**W She's Funny That Way**

**Director:** Peter Bogdanovich  
**Cast:** Jennifer Aniston, Owen Wilson, Imogen Poots, Quentin Tarantino, Will Forte, Cybill Shepherd

As told to a reporter in a not-so-reliable recollection of events, the Brooklyn-born former escort reminisces about how a rendezvous with a director turned into a larger-than-expected sum of money and an offer she couldn't refuse.

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**W Six Dance Lessons in Six Weeks**

**Director:** Arthur Allan Seidelman  
**Cast:** Gena Rowlands, Cheyenne Jackson

When a retired teacher hires an acerbic dance instructor to give her private dance lessons, they clash from the get-go. But as the weeks go by and the antagonists learn to appreciate each other's quirks, mutual understanding and friendship starts to grow.

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## **W** Slow West

**Director:** John Maclean  
**Cast:** Michael Fassbender, Kodi Smit-McPhee, Ben Mendelsohn, Caren Pistorius

Jay is a lovelorn 17-year-old Scottish aristocrat who travels to the American West at the close of the 19th century to track down his former lover. Amidst the harsh realities of the frontier, he falls in with a mysterious traveler who soon discovers that the focus of Jay's affection has a price on her head.

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## **W** Spy

**Director:** Paul Feig  
**Cast:** Melissa McCarthy, Jason Statham, Jude Law, Rose Byrne, Bobby Cannavale, Allison Janney

Susan Cooper, a shy deskbound CIA analyst, goes on a mission to help a field agent in trouble. Employing outrageous identities and fancy spy gadgets, she attempts to infiltrate the shadowy world of an alluring but dangerous weapons dealer.

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**CONTACT:** JULIAN LEVIN



## **W** Suite Française

**Director:** Saul Dibb  
**Cast:** Michelle Williams, Kristin Scott Thomas, Margot Robbie

During the early years of the German occupation of France in World War II, romance blooms between Lucile Angellier, a French villager and Bruno von Falk, a German soldier.

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\* EXCLUDING US, CANADA, UK, IRELAND, SPAIN, AUSTRALIA, NEW ZEALAND, LATIN AMERICA, GERMANY, AUSTRIA, RUSSIA



## **W** The Taking of Tiger Mountain

**Director:** Tsui Hark  
**Cast:** Zhang Hanyu, Lin Gengxin, Tong Liya, Tony Leung Ka-Fai, Yu Nan

China, winter of 1946. Captain Shao Jianbo and his People's Liberation Army Unit 203 plan to take Tiger Mountain. Outgunned and outmanned, they launch a desperate final bid by sending one of their men to infiltrate the stronghold by posing as a fellow bandit and creating a plan of attack.

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**CONTACT:** GRACE LAU

\* EXCLUDING CHINA, ITALY, SWITZERLAND, FRANCE, BELGIUM, MONACO



## **W** Teen Beach 2

**Director:** Jeffrey Hornaday  
**Cast:** Ross Lynch, Maia Mitchell, Grace Phipps, Garrett Clayton

After a summer adventure transported them into Brady's favorite 1960s beach party movie *Wet Side Story*, sweethearts Mack and Brady find it hard to maintain their relationship during the school year. When they receive a surprise real-world visit from Lela, Tanner and Butchy, the real world and the movie world collide.

**DISTRIBUTOR:** DISNEY STUDIOS NON-THEATRICAL  
**CONTACT:** RUTH WALKER



## **W** Testament of Youth

**Director:** James Kent  
**Cast:** Alicia Vikander, Kit Harington, Taron Egerton, Emily Watson, Hayley Atwell, Colin Morgan

Based on the memoir by Vera Brittain, which has become the classic testimony of World War I from a woman's point of view, *Testament of Youth* is a powerful film about young love, the futility of war and how to make sense of the darkest times.

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\* EXCLUDING GIBRALTAR, IRELAND, MALTA, UK



## **I** The Water Diviner

**Director:** Russell Crowe  
**Cast:** Russell Crowe, Olga Kurylenko, Yilmaz Erdogan, Cem Yilmaz, Jai Courtney, Ryan Corr

An adventure set after the battle of Gallipoli during World War I. Australian farmer Joshua Connor travels to Turkey in 1919 to discover the fate of his three sons, reported missing in action.

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## **\*** Wolf Totem

**Director:** Jean-Jacques Annaud  
**Cast:** Feng Shaofeng, Shawn Dou, Ankhnyam Ragchaa, Yin Zhusheng, Basen Zhabu

A young student from Beijing is sent to Inner Mongolia to teach a nomadic tribe of shepherds, but it is he who has much to learn – about existence, freedom and responsibility, and about the most revered creature of the steppes – the wolf.

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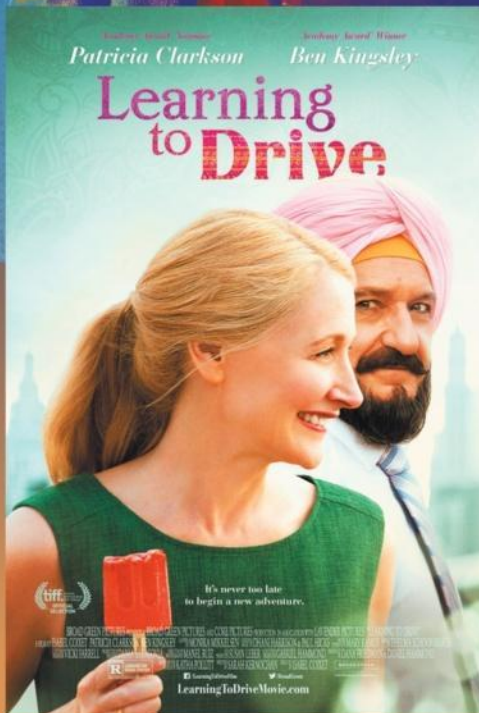
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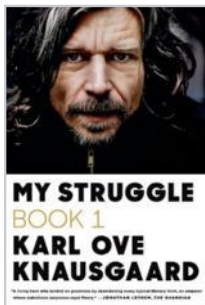
Daireen Galeano  
daireen@jaguardc.com  
(818) 508-3343



# Editors' Reading List



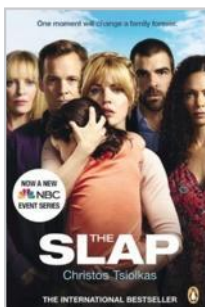
Read our extra picks at  
[APEX.AERO/BOOKS](http://APEX.AERO/BOOKS)



## My Struggle KARL OVE KNAUSGÅRD

*My Struggle* is a six-book autobiographical series by Norwegian author Karl Ove Knausgård, who offers a deeply personal account of his struggle between family life and his motivations to become an insightful and respected writer. The volumes, totaling 3,600 pages and written in a frank and intimate style, connect Knausgård to readers worldwide with their diary-like honesty and his shocking willingness to be exposed.

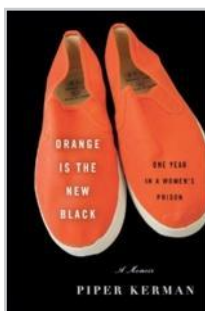
› Terri's Pick



## The Slap CHRISTOS TSIOLKAS

Described as both controversial and daring, this fourth novel by Australian author Tsiolkas centers on a man slapping a child in the face. As the fallout unfolds in the separate accounts of eight characters, larger themes of child rearing and social influence are examined with heightened intensity. The theatrical potential of the story has inspired television adaptations in Australia and the US.

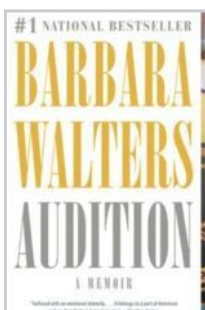
› Katie's Pick



## Orange Is the New Black: My Year in a Women's Prison PIPER KERMAN

Now a Netflix series, Piper's memoir is as binge-worthy as the TV show. If you've watched *OITNB*, you're already acquainted with how Piper landed herself in prison, but the book offers an authentic narrative of the generosity and compassion she experienced from her fellow inmates.

› Jessica's Pick



## Audition BARBARA WALTERS

This audio book is a reminder of the uneasy road taken by the TV news anchor and talk show producer to be respected as a female journalist and succeed in the broadcasting industry. It includes behind-the-scenes anecdotes from famous interviews, including Walters' visit with the former Cuban leader, Fidel Castro.

› Caroline's Pick

# Room and Board

In this industry, we're often on the go. Whether you're traveling for a conference, business meeting or taking a break in between, here are a few great places to stay around the world.

## Shore Hotel

SANTA MONICA, US



✈️ <b>LAX</b> , Los Angeles International Airport	
💰 USD \$	☎️ Calling code: +1
🚗 Commute time to airport: 25 mins	🏠

### WHY YOU'LL GO

Have dinner nearby at The Penthouse restaurant to view a spectacular sunset over the Pacific Ocean. Over dessert, marvel at the stream of aircraft lights approaching LAX, and appreciate why you got into business in the first place.

### WHY YOU'LL STAY

The poolside meeting room can accommodate a late-afternoon business rendezvous, and when work is done, you're steps away from the Santa Monica Pier, shops on the Third Street Promenade and over 100 world-class restaurants.

### FUN FACT

You can still visit the iconic Theme Building at LAX. The Observation Deck is open 8 a.m. to 5 p.m. on Saturdays and Sundays.

## Le Place d'Armes Hôtel & Suites

MONTREAL, CANADA



✈️ <b>YUL</b> , Montreal-Pierre Elliott Trudeau International Airport	
💰 CAD \$	☎️ Calling code: +1
🚗 Commute time to airport: 20 mins	🏠

### WHY YOU'LL GO

Home to Bombardier and host city to the UN's ICAO since 1947, Montreal is Canada's aviation hub. Tucked away in Old Montreal, Le Place d'Armes Hôtel & Suites puts you in the heart of old-town relics, cafés and the city's hottest restaurants.

### WHY YOU'LL STAY

The exposed brick walls, complimentary terry cloth bathrobes and cozy fireplace will help you feel immediately at home. But be sure to leave the comfort of your room to check out the amazing city views from the hotel's rooftop lounge, Suite 701.

### FUN FACT

Walk 10 minutes to see the IMAX system, developed by Canadian filmmakers for EXPO 67 in Montreal.

## Cap au Leste

SAINTE-ROSE-DU-NORD, CANADA



✈️ <b>YTF</b> , Alma Airport	
💰 CAD \$	☎️ Calling code: +1
🚗 Commute time to airport: 90 mins	🏠

### WHY YOU'LL GO

The trail into the lodge is rugged, but to your kids, it's a roller-coaster ride! Once you see the views of the Saguenay fjord, hike the not-too-difficult trails and play a round of Scrabble in the rustic-chic cabins – your wilderness-deficient soul will thank you.

### WHY YOU'LL STAY

On a Skype conference, your coworkers will gawk at the pine trees and fjord in the backdrop. To avoid nature's unpleasanties, drive to the Musée de la Défense Aérienne de Bagotville to learn about military aviation in Canada.

### FUN FACT

Got a helicopter? Rumor has it that helicopters are permitted to land. Call the lodge in advance to find out.



Cinematic in-flight entertainment takes off with projected film screenings.

# First Film to Fly

Just Google “first in-flight movie” and you’ll see that even the behemoth search engine is perplexed about the subject, or perhaps apprehensive of the flak attack that may come from supporters of either side.

BY CAROLINE KU

There’s a stirring debate in the avgeek community as to which film was the first shown on an airplane. The earlier of the two contenders is *Howdy Chicago!*, a silent movie that peddled the pros of Chicago. It was seen by 11 tradeshow attendees onboard an Aeromarine Airways Model 75 amphibian while it circled 2,000 feet above the Windy City in 1921.

Then there’s *The Lost World*, shown on an Imperial Airways flight from London to Paris in 1925. This was a Hollywood movie adapted from the 1912 novel by Sherlock Holmes creator Sir Arthur Conan Doyle. It has since been revamped as *Jurassic Park*, among other movies and radio shows, and the original film holds a Rotten Tomatoes rating of 100 percent.

Taking all the facts into consideration, *Howdy Chicago!* was essentially a commercial shown at a press junket midair. It’s also contestable whether the “flying boat” should even be considered an airplane. On the other hand, *The Lost World* was an actual film, shown on an actual route on a converted Handley Page bomber (nonetheless an airplane) with Steven Spielberg-esque entertainment value.

(Gavel sound). ■



If you are an APEX member who is interested in contributing to the Throwback page, please submit your personal stories relating to the airline industry, or a moment or product in aviation history, to [editor@apex.aero](mailto:editor@apex.aero)

PHOTO: GETTY IMAGES





**PENNY BLACK** MEDIA

QUALITY,  
INDEPENDENT  
FEATURE FILMS 

**Panasonic**

Panasonic Avionics Corporation

*I have an IFEC solution tailored  
to my airline's unique needs.  
Panasonic delivers...*

## MY SUCCESS

As chief marketing officer, I'm always looking for ways to immerse our passengers in a one-of-a-kind experience and build a closer relationship with them. At the same time we need to be cost conscious and demonstrate how we get a return on our investment in IFEC.

When I met with Panasonic, they showed me how they put together a solution tailored to those needs. We found a way to wow our passengers with an incredible onboard experience seamlessly integrated into our marketing strategy - for example through our airline app.

The response from passengers and in the media was tremendous, equivalent to significant spend on traditional brand promotion related marketing initiatives.

#SuccessStories

To hear more about our clients' experience with Panasonic, visit [panasonic.aero/yoursuccess](http://panasonic.aero/yoursuccess)

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AND PLEASURE OF FLYING®



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