



Rays of Hope in Cabin Design

Decorative light has advanced to become an integral part of cabin design. Now, the task is to create unique selling points for airlines by offering intelligent lighting solutions and enthrall passengers by offering outstanding illuminations.

Mainz, Germany, May 18, 2010 – Whereas cabin design used to be only functional, new horizons have opened up for interior and light designers in recent years. “The number of air passengers has increased by 70% over the last 15 years and continues to grow,” says Dr. Armin Plichta, General Manager of SCHOTT Aviation. “Life as a whole continues to move much faster and globalization requires a high degree of flexibility when traveling. For the aviation industry, this means designing offerings to appeal more to passengers in order to retain them and, in the end, gain market share. After all, the competition doesn’t sleep and the market has never been more transparent than it is today.

Flying is considered to be the safest way to travel and the prices hardly differ that much anymore. This means that airlines now have a chance to generate unique selling points through comfort. The general trend is moving in the direction of dissolving that typical cabin feeling with the help of interior design details and effects. The objective is to create new spaces and convey the feeling of having more room. Lighting represents an important element in this respect because optical perception can be influenced quite effectively by using light. In addition to adjusting the various intensities, mood lighting has become a rather interesting trend. “Light colors can have a tangible influence on passengers,” Dr. Plichta notes.

“The right type of lighting determines, among other things, how uncomfortable jet lag will leave people feeling following a long-distance flight. The influence of light should by no means be underestimated,” he adds. It is actually a medium that can have an extremely positive impact in relation to the effort put into it (installation, power and space it requires), provided it is used skillfully.

SCHOTT Aviation even takes this one step further. The interior lighting expert has been demonstrating its competence for over 40 years and has been considered to be an innovation driver in the area of cabin lighting for quite some time. This mixture of technological expertise, design-oriented foresight, reliability and

Visit SCHOTT at
**Aircraft Interiors
EXPO** in Hamburg,
May 18-20, 2010

Hamburg Messe
Hall B5 booth 5G80

Exhibition Partner of



balancity 和谐都市
German Pavilion Expo 2010 Shanghai
2010年上海世博会德国馆

SCHOTT AG

Hattenbergstrasse 10
55122 Mainz
Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com



close relationships with customers makes SCHOTT a preferred partner when it comes to extraordinary solutions for cabins and monuments. "Today, the market is demanding lighting that is capable of doing much more than just being bright and colorful, lighting that improves the cabin environment by making the most out of colors, materials and, yes, even food," Dr. Plichta says.

Unfortunately, it isn't at all uncommon to see carefully planned surfaces be negatively affected in the end result by lighting that is non-homogeneous and poorly matched in terms of its color.

There are also cases in which the colors of components are adjusted down to the smallest detail so that they match the color scheme inside the cabin and then suddenly change from being a warm and elegant cream shade to an unsightly gray because the wrong type of light was selected. Fresh salad and a delicate tuna fish filet in sashimi quality take on an unsavory look if they are illuminated incorrectly. One could even go so far as to say that well-selected light inside an airplane is a true pleasure! And what a shame it is, on the other hand, to see the hard work of many designers and the meticulous selection of the finest materials be destroyed in only a few seconds in the end simply because the wrong type of lighting is used?

SCHOTT knows from experience that the factors "color rendering" and "homogeneity" play an important role in high-quality lighting. It is also no coincidence that a company that has specialized in high-quality lighting solutions for decades is a popular partner when it comes to designing and illuminating display cases for museums or in retail environments. These tasks require a great deal of sensitivity when dealing with light, regardless of whether or not the lighting needs to be extremely gentle or designed specifically to accommodate the exhibits that are being presented. SCHOTT also knows that even the smallest factors can lead to a shift in this quality and is therefore capable of reacting very sensitively to application-specific demands. The lighting is custom-designed to suit the individual application. This means that the parameters CRI (Color Rendering Index), color temperature and the color of the light are made to match the surfaces that are to be illuminated in order to achieve the best possible effect. "The best thing about our LED / fiber optic systems is their adaptability," says Dr. Plichta and adds, "Demands like maintenance efficiency and low installation depth do not pose a challenge for us either."

SCHOTT HeliLine fiber cables are perfectly suited for accentuating a seat by producing a thin line of light that emphasizes its contour, for instance, and gives the seat an

SCHOTT AG

Hattenbergstrasse 10

55122 Mainz

Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com



additional design effect because these cables are extremely flexible and emit light on the sides in a very homogeneous manner over the whole length. LED light sources in extremely small sizes illuminate them in various colors and white shades with incredible intensity. Of course, the system can be used anywhere inside the cabin where the objective is to guarantee good performance and minimal maintenance work over a long service life, despite challenging conditions, like low installation depths, extremely small bending radii and severe shifts in temperature.

Pure LED applications are ideal in cases where the main objective is to obtain high light output. SCHOTT AuraLine linear LED components are ideal, for instance, if shadow gaps are to be used to create soft and gradual accent lighting on the surfaces of walls or ceilings. SCHOTT AuraSpot, on the other hand, is an excellent choice for individually adjustable spot lighting inside galleys or lounges.

“Our strength clearly lies in the fact that we are the ideal partner when it comes to finding solutions that ultimately make a positive impression on passengers, thanks to our high technological expertise, our close relationships with customers and our keen instinct for design and aesthetics,” Dr. Plichta concludes.

Already today, SCHOTT Aviation components can be found in many airplanes. The business platform has intensified its commitment to the aircraft industry by bundling its related activities.

SCHOTT has been active in this sector since the early 1990s and offers its customers especially designed products: innovative solutions that provide both intelligent illumination as well as attractive design inside the cabin. In-seat reading lights and mood lighting scenarios increase passenger comfort. Furthermore, optoelectronic components on the basis of glass/ceramic-to-metal seals in addition to special optical glass and coatings contribute towards greater safety on board an aircraft.

SCHOTT Aviation – your partner for solutions in Interior Design, Electronics & Sensors, Datacom and Navigation.

7.202 characters including empty spaces

SCHOTT AG

Hattenbergstrasse 10

55122 Mainz

Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com



SCHOTT is an international technology group that sees its core purpose as the lasting improvement of living and working conditions. To this end, the company has been developing special materials, components and systems for over 125 years. The main areas of focus are the household appliances industry, pharmaceuticals, solar energy, electronics, optics and the automotive industry. The SCHOTT Group is present in close proximity to its customers with production and sales companies in all its major markets. The Group's approximately 17,400 employees generated worldwide sales of approximately 2.3 billion euros in the fiscal year 2008/2009. The company's technological and economic expertise is closely linked with its social and ecological responsibility. SCHOTT AG is an affiliate of the Carl-Zeiss-Stiftung (Foundation).



Picture ID 43384



Picture ID 43383

Picture ID 43384 and 43383:

Contour Lighting - SCHOTT HeliLine

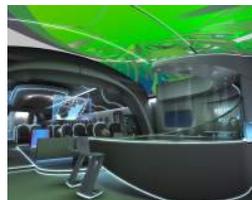
SCHOTT developed a system solution that allows all kind of contour illumination in the cabin. Moodlighting scenarios, branding and design accents can be realized with the flexible optical glass fiber SCHOTT HeliLine and LED light sources that offer all kind of light color. The system creates unrivaled light homogeneity and is the perfect solution when individual light design is requested and space very limited.



Picture ID 43380



Picture ID 43118



Picture ID 43119

Picture ID 43380, 43118 and 43119:

Cabin Illumination - Cabin Interior Lighting

SCHOTT Aviation offers a broad range of fiber optic and LED systems for cabin interior lighting. Flexible linear solutions for contour lighting, thin lighting displays for homogeneous plane illumination or compact spotlights are just a small selection of products that upgrade all cabin interior design.

SCHOTT AG

Hattenbergstrasse 10

55122 Mainz

Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com



Picture ID 43381



Picture ID 43382

Picture ID 43381 and 43382:

SCHOTT AeroSmart - Cabin Interior Lighting (Cabin Illumination)

The smart display solution SCHOTT AeroSmart is an intelligent and elegant solution that creates privacy at the touch of a button. When the power is turned off, the liquid crystal molecules are arranged randomly so that the incident light is distributed and the SCHOTT AeroSmart turns opaque. When the power is turned on, the crystal molecules are arranged in rows, the incident light shines through the plastic material and the SCHOTT AeroSmart becomes transparent.

Press photographs from SCHOTT are available for downloading from: www.schott-pictures.net

Contact: SCHOTT AG Dr. Haike Frank

PR Manager

Corporate Public Relations

Phone: +49 (0)6131/66-4088

Fax: +49 (0)3641/28889-141

E-Mail: haike.frank@schott.com

Internet: www.schott.com

SCHOTT AG

Hattenbergstrasse 10

55122 Mainz

Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com