



## Standardize Individuality!

**The new standard reading light family from SCHOTT combines standardized technology with customizable design / SCHOTT Horizon, SCHOTT Zenith, SCHOTT Cobra and SCHOTT Orbit reading lights produce personalized, homogeneous and pleasant lighting.**

*Mainz, May 18, 2010* - SCHOTT Aviation has been operating successfully in the aircraft interior lighting market since 1994. "A lot has changed since then in the area of comfort lighting," notes Dr. Armin Plichta, General Manager of SCHOTT Aviation. "From its very beginnings until today, there have been quantum leaps in this area," he adds.

In addition to new applications like mood lighting, the in-seat reading lights division has also undergone a major transition since it came out with its first generation products. Whereas, in the past, reading lights were only considered to be a relevant topic for the First and Business Class, products for use in the economy class are quite common today. The great deal of attention that is now being given to ensuring the personal comfort of each and every passenger clearly shows this too. In addition, reading lights have come to represent an important design element that can offer an airline a unique selling point. "Generally speaking, today's seat lighting is worlds away from the heavy, awkward and inconvenient solutions we saw in the early 1990s," explains Klaus Portmanns, Business Manager at SCHOTT Aviation. "The next generation is thin, efficient and attractive. Passengers consider it to be a pleasant complement to flying comfort," he adds.

SCHOTT has continued to expand its range of seat-integrated lighting products. Here, the main focus is on what the customer is asking for and the latest trends in the interior market. Today, companies are able to respond to customers rather quickly in an individual and flexible manner and react to their special demands by providing the appropriate interior concept. These products range from small compact reading lights that can be completely integrated into the structure of the seat to premium

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reading lights, whose exclusive design basically brings small lighting sculptures to mind. The right solution that suits every taste is readily available.

But, this isn't quite enough for the lighting specialists at SCHOTT. This is why the company designed a completely new, young line of lights in which custom design is based on standardized technology. "We've taken an important step into the future of interiors with our new standard family," says Dr. Armin Plichta. "With this technology, coupled with customer-specific design, we have clearly produced a new benchmark for the seat lighting industry and yet the prices are still at an extremely attractive level."

The reading light types SCHOTT Horizon, SCHOTT Zenith, SCHOTT Cobra and SCHOTT Orbit offer personalized, homogeneous and thus pleasant lighting. The light intensity can be dimmed gradually to suit the respective task at hand, working, eating or relaxing, for instance.

SCHOTT Aviation is also able to react quickly to individual customer requests. Standardized technology is one reason why. The other reason is that the standard reading light family is about to be cleared for use in all Boeing and Airbus aircraft. "This will save a lot of time during the project process," says Klaus Portmanns. "Our customers really appreciate that we are able to offer them a solution that is standardized and eligible for use and yet design-oriented."

From a technological viewpoint, the fact that the entire product line can be operated inside a voltage range of 5 to 28 volts and is thus compatible with all types of conventional seat electronics represents yet another advantage.

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

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1990s and offers its customers specially-designed products: innovative solutions provide both intelligent illumination as well as attractive design inside the cabin. In-seat reading lights and mood lighting scenarios increase passenger comfort even further. Optoelectronic components on the basis of glass/ceramic-to-metal seals in addition to special optical glass and coatings also contribute towards greater safety on board an aircraft.

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

*4.496 characters including empty spaces*

*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 no. 43385

Reading Lights: SCHOTT Orbit

The modular concept is based on a newly developed standard technology that allows a fast and flexible customization through specific design needs. This new compact rotatable reading light is based on a modular concept that allows the passenger to adjust the light individually according to his needs. Due to its design SCHOTT Orbit is the perfect lighting solution when space is limited and a compact but highly efficient solution is required.

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Picture no. 43117

Premium Standard Reading Light:

SCHOTT Cobra – SCHOTT Horizon – SCHOTT Zenith

The modular concept bases on a newly developed standard technology that allows a fast and flexible customization through specific design needs. Head, sheathing material and color can be specified individually in order to fit to the overall cabin design.

Press photographs from SCHOTT are available for downloading from: [www.schott-pictures.net](http://www.schott-pictures.net)

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