

AIM Altitude  
PRESS PACK  
AIX 2016  
Stand 5B60

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For immediate release  
5<sup>th</sup> April 2016  
Stand 5B60

### **AIM Altitude takes virtual tour from Concept to Completion**

AIM Altitude's innovative stand at AIX 2016 takes visitors on an immersive journey from *Concept to Completion*. Using Virtual Reality, AIM Altitude is enabling people to experience the full possibilities of cabin design and build.

Beginning with the development phase, the tour includes a 'concept studio' displaying thought process, concept sketches and initial project techniques. These show the progression of a galley, bar and outboard closets, centred around the Door 2 area on a wide-bodied aircraft.

Showing how AIM Altitude works with the customer to develop design inspirations, the next stage progresses to a Virtual Experience to bring the products to life within a contextual environment, before a single 'nut or bolt' has been selected.

Ross Burns, Group Lead Industrial Designer at AIM Altitude, says: "The ideas are translated into a virtual cabin experience. The scenes have been created to scale, so the viewer is immersed in a virtual world."

The Virtual Experience creates three different Door 2 scenes:

- 'Classic' – a more traditional configuration utilising a typical Door 2 layout
- 'Space' – the chance to differentiate: a forward-facing galley and a half-height unit, with clean and open sightlines, which create an open, airy feel
- 'Social' – a relaxing social experience promoted by bespoke seating units and socialising space. This scene shows AIM Altitude's vision and aesthetic ideas for the future.

Finalising the experience from concept to completion is a physical, full-scale mock-up of the galley that was first conceived at the beginning of AIM Altitude's journey. This features dramatic LED illumination, practical lighting and aesthetically pleasing

finishes. Conceptual aisle-display options demonstrate the flexibility that AIM Altitude is able to offer its customers, presenting airlines with key differentiation through practical design solutions.

Visit [www.aimaltitude.com](http://www.aimaltitude.com)

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Virtual reality

Image available at:

[https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-\\_n4qa?dl=0](https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-_n4qa?dl=0)

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### **AIM Altitude awarded Gold by Airbus**

AIM Altitude has been awarded Gold by Airbus as the Best Improver in its Cabin Awards, rewarding the company's commitment to quality and delivery.

The Award was made to AIM Altitude at the Supply Chain and Quality Improvement Programme (SQIP) Day 2016, in Hamburg, prior to AIX. Thomas Moik, SVP Procurement Operations, and Nicole Dreyer-Langlet, VP Procurement Operations Cabin, at Airbus, presented the award to AIM Altitude's team.

As Airbus' best improver, AIM Altitude was then asked to present to the assembled audience, to share its best practice and excellent industrial performance.

Gary Howes, Senior Manager – Quality, at AIM Altitude, explains: "When Airbus began SQIP in early 2014, AIM Altitude identified nine work streams in which to make enhancements. These covered all business processes from design, through internal and external supply chain, manufacturing and risk management, to quality and delivery. We have embraced the SQIP project and worked closely with our Airbus counterparts to make significant developments from the very start of the programme. The AIM Galleys business is pleased to report that, over the last 12 months, all platforms have been delivered to Airbus fully on time."

For Airbus, the objective of the project was for cabin suppliers to secure the increase in production by the introduction of risk management and mitigation, improving quality and delivery performance, and reducing concessions.

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Wayne Ball, Managing Director, AIM Altitude Galleys and Stowages



Gary Howes, Senior Manager – Quality, AIM Altitude Galleys and Stowages

Images available at:

[https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-\\_n4qa?dl=0](https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-_n4qa?dl=0)

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### **AIM Altitude's state-of-the-art Cabin Interiors facility nears completion**

AIM Altitude's new state-of-the-art building at Bournemouth Airport is now nearing completion. Once finished, the Cabin Interiors team will be equipped with ultra-modern facilities, enabling them to continue to provide the highest quality of bars, lounges and monuments, with even greater capacity and reduced time-to-market.

A significant financial investment will see the consolidation of AIM Altitude's existing facilities into a single, purpose-built manufacturing environment. The new building will be 168,000 square-feet, providing 30% additional capacity for the design, engineering and manufacture of aircraft cabin interiors.

Dave Poole, HS&E and Facilities Manager at AIM Altitude Cabin Interiors, said: "The fit-out is now well underway, with internal walls currently being constructed and it is an exciting time for all our stakeholders. For our team, the new facilities provide them with first-rate work space. For our airline customers, the extra capacity will allow us to meet the increasing demands for premium bars and monuments. We very much look forward to having the whole Cabin Interiors business under one roof."

AIM Altitude is creating a dedicated Customer Zone within the new Bournemouth facility.

"This is an important addition for our customers," explained Dave Poole. "It will enable them to view full-size mock-ups of interiors and styling options, whilst maintaining vital design confidentiality."

AIM Altitude's new facility is due to be fully operational in the autumn.

Visit [www.aimaltitude.com](http://www.aimaltitude.com)

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AIM Altitude's new factory at Bournemouth

Image available at:

[https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-\\_n4qa?dl=0](https://www.dropbox.com/sh/azahl5u38gr6lro/AACyA-5lwAjdPWRKb1U-_n4qa?dl=0)

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**About AIM Altitude**

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

The market-leading services of AIM Altitude include: premium customised monuments, lounges, bars, sky shops, seat modules, galleys and stowages. All are inspirationally designed, meticulously engineered and beautifully crafted. The Composites division of AIM Altitude manufactures exterior and interior components, ceiling and floor panels and provides a composite repair, including radomes, service.

AIM Altitude is the new name of AIM Aviation and Altitude Aerospace Interiors, which was acquired by AIM Aviation, on 29<sup>th</sup> September 2014. AIM Altitude is a global company headquartered in the UK with bases in New Zealand, the Middle East, and North America. Whilst being a modern, innovative and pioneering company, AIM Altitude still has links to its roots as a small coachworks business, established in the UK in the early 1900s.

[www.aimaltitude.com](http://www.aimaltitude.com)