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For Immediate Release:

**EXPERTS IN AIRCRAFT SEATING AND INFLIGHT ENTERTAINMENT SYSTEMS TO
DEBATE THE FUTURE OF INTEGRATED DESIGN AT
WORLD AIRLINE ENTERTAINMENT ASSOCIATION WORKSHOP**

17 May event anticipated to be a turning point for seat and IFE industries

(New York) April 20, 2010 -- The World Airline Entertainment Association (WAEA) is pleased to announce its 17 May Single Focus Workshop (SFW) which will explore the future of aircraft seating and the Integration of next generation IFE systems into seat design. The event will be hosted by Airbus at its Hamburg, Germany facilities and assemble a unique group of aircraft seating and cabin experts representing original equipment manufacturers, major inflight entertainment suppliers and cabin seating designers and manufacturers.

Timed to coincide with the Aircraft Interiors Expo in Hamburg from 18-20 May, the Seats and IFE Single Focus Workshop will appeal to airlines, seat and IFE vendors, design studios, fabric/seat cushion specialists, industry consultants and airframers.

“The integration design of seating and IFE has improved considerably over the years,” said Patrick Brannelly, WAEA president, “and recently there has been a tentative push to enhance working partnerships. The WAEA believes that facilitating a workshop with this kind of interaction, in a public forum, could potentially generate a turning point in seat/IFE integration.”

Emerging trends to be explored include Panasonic’s work to merge high-end IFE and slim-line seating to create the “smart integrated seat.” Additional topics will include aircraft applications of mass transit seating; seating and IFE interfaces; an innovation roadmap for seats and IFE; the idealization of seats; ARINC 832 Overview of 4GCN, the A350 Cabin Network; the collaboration of seats, IFE and comfort; and the next generation seat and IFE.

Following the workshop, attendees will have an opportunity to tour portions of the Airbus facilities. The Hamburg site is home to: the A318, A319 and A321 final assembly line, A320 Family and A380 cabin furnishing and paint shops. Hamburg is also home to Airbus’ A380 major component assembly hall, which houses the structural assembly and the fitting-with equipment of the forward and complete rear fuselage sections. In addition, final acceptance and delivery of A380s for customers in Europe and the Middle East takes place in Hamburg. An evening reception will conclude the day’s activities.

For more information about the SFW or to register for this event, please visit www.waea.org.

About WAEA:

WAEA members provide excellence in passenger experience. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display of the flight’s progress, WAEA is committed to providing the best possible inflight entertainment and communications for passengers around the world.