

*Breakout* is the first environment designed to cater to each function involved in premium class travel: eating, sleeping, working and relaxing.

Our product truly supports all modes of use. The innovative and holistic design is the result of comprehensive research, combined with a user centered design effort to deliver unprecedented levels of service.

## 2

# Problem statement

One size DOES NOT fit all.

There are approx. 24,000 business class seats flying over 8 hours per trip with the World's top 20 airlines.

In nearly every case, the current layout of the design is compromised for each position by relying on a single seat mechanism for work, rest and play. Conservatively speaking, if at least a third of those passengers are awake in a flight segment then at least 8,000 people are aware of the limitations of this compromise – if only subconsciously.

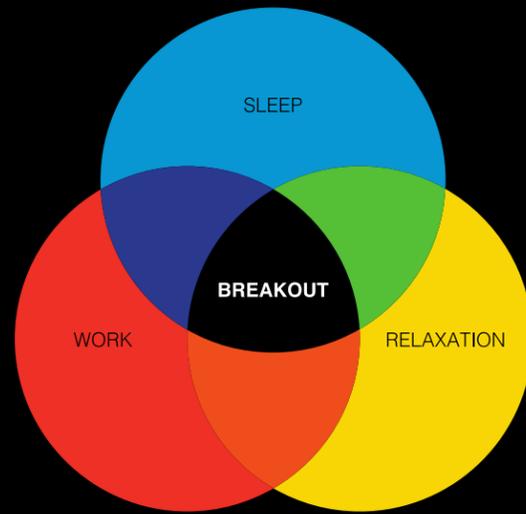
Passion to Innovate.  
Power to Deliver.



**DESIGN AESTHETIC  
IS NOT ENOUGH.**  
INTERIORS MUST NOW BE  
FUNCTIONAL AND SUSTAINABLE.

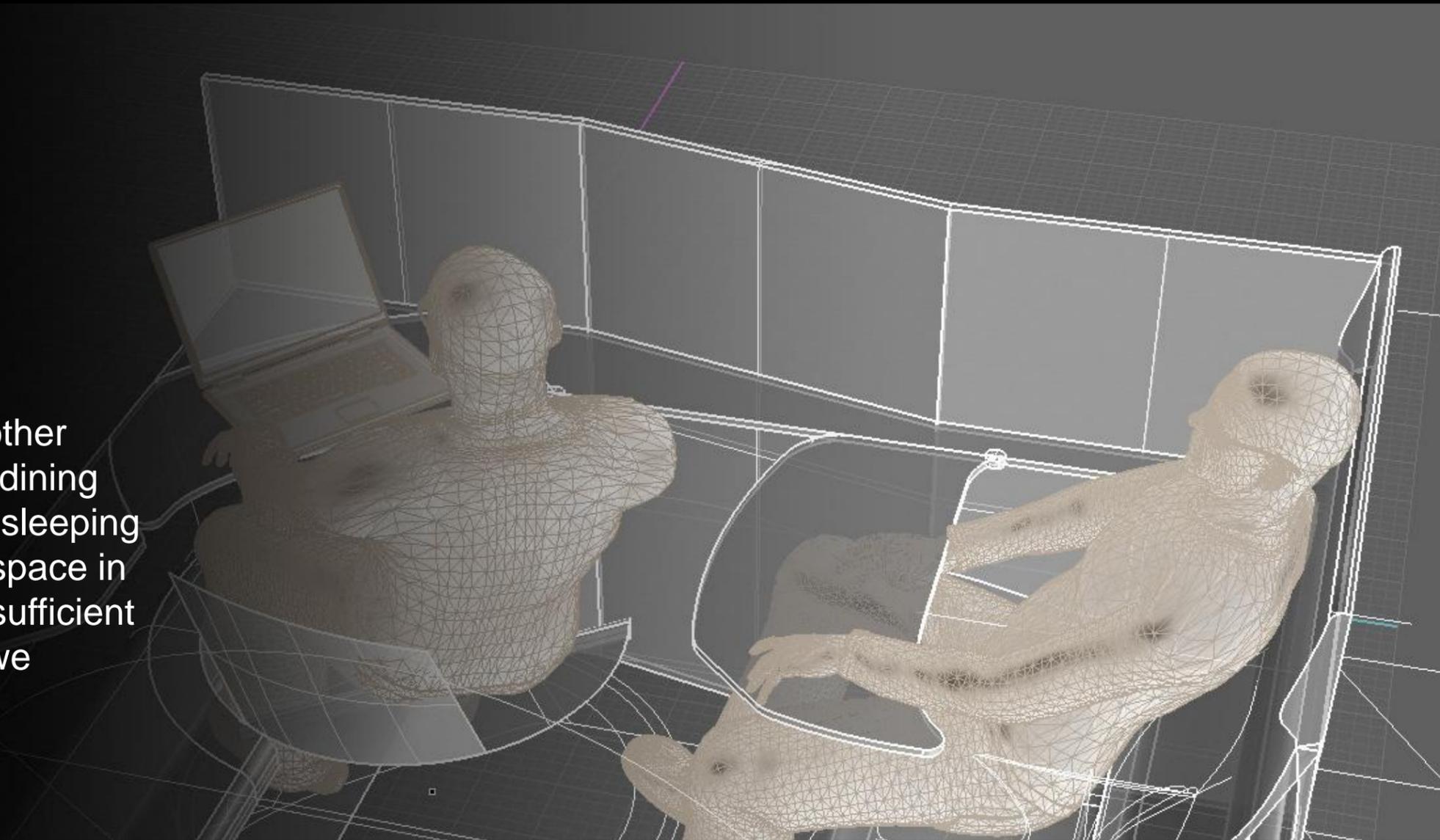


**FURNITURE IS STARTING TO ADAPT  
TO THE DIFFERENT POSTURES...  
BASED ON NEW WORK STYLES  
AND IT'S NOT BEING DRIVEN BY ERGONOMICS.**

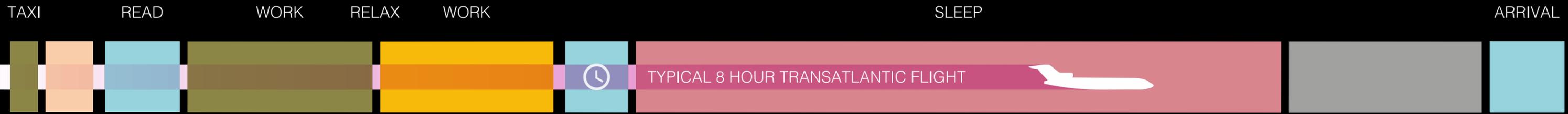


The goal is to design for the individual requirements of premium travel .

Starting with the Zone A of a 777 (and other cabins), we created a true working and dining position in addition to creating a proper sleeping area. Our new product has substantial space in which to spread out, relax and provide sufficient reachable surface area. The last thing we desired was to feel cramped.



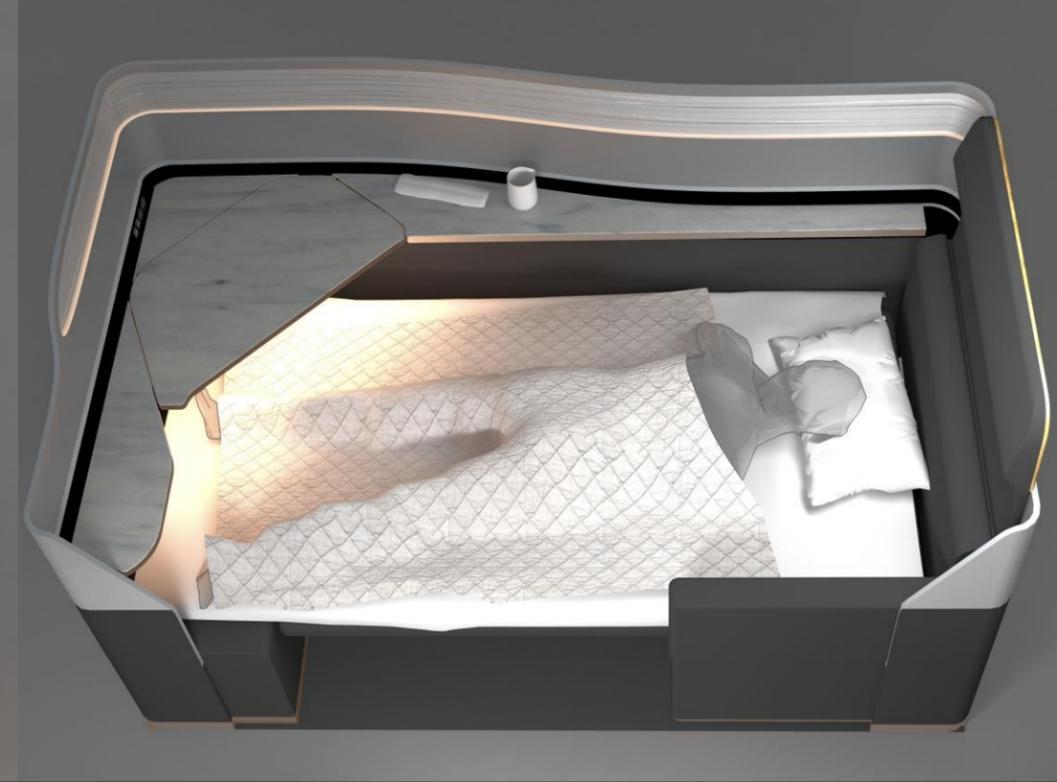
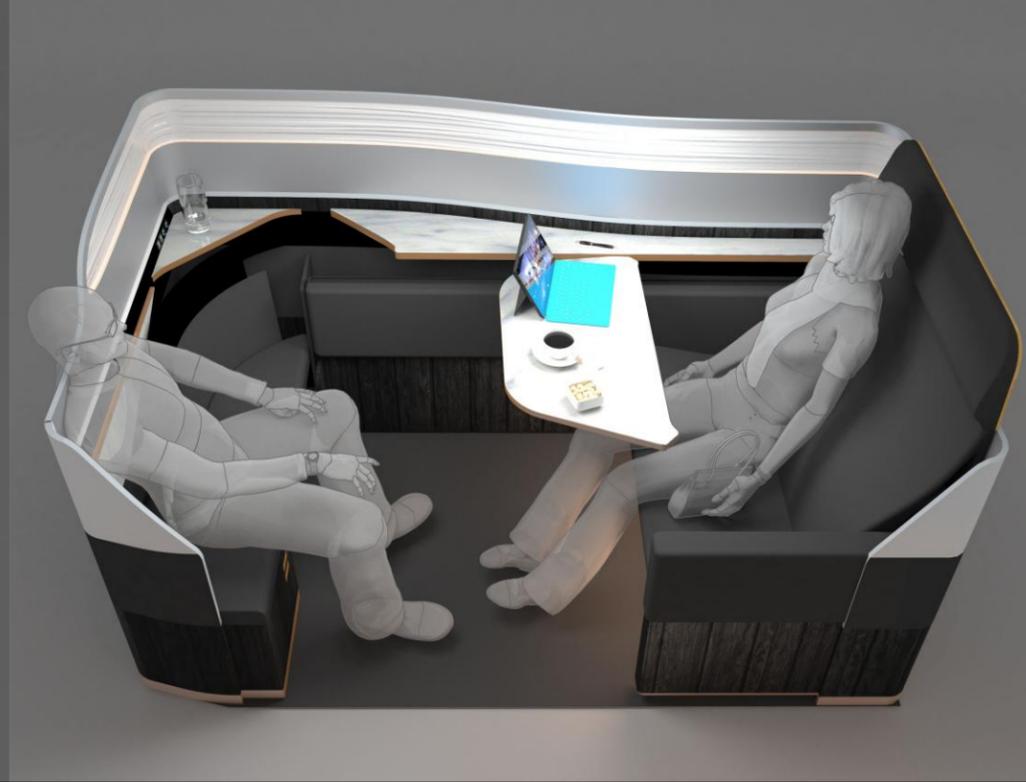
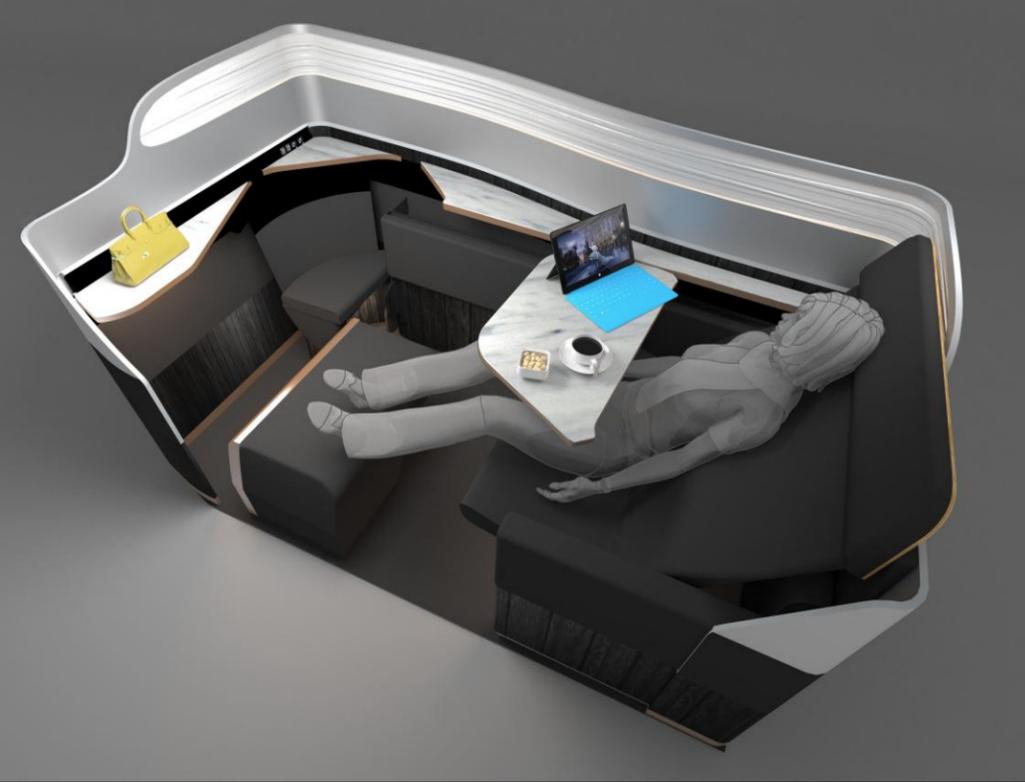
# 3 Problem support



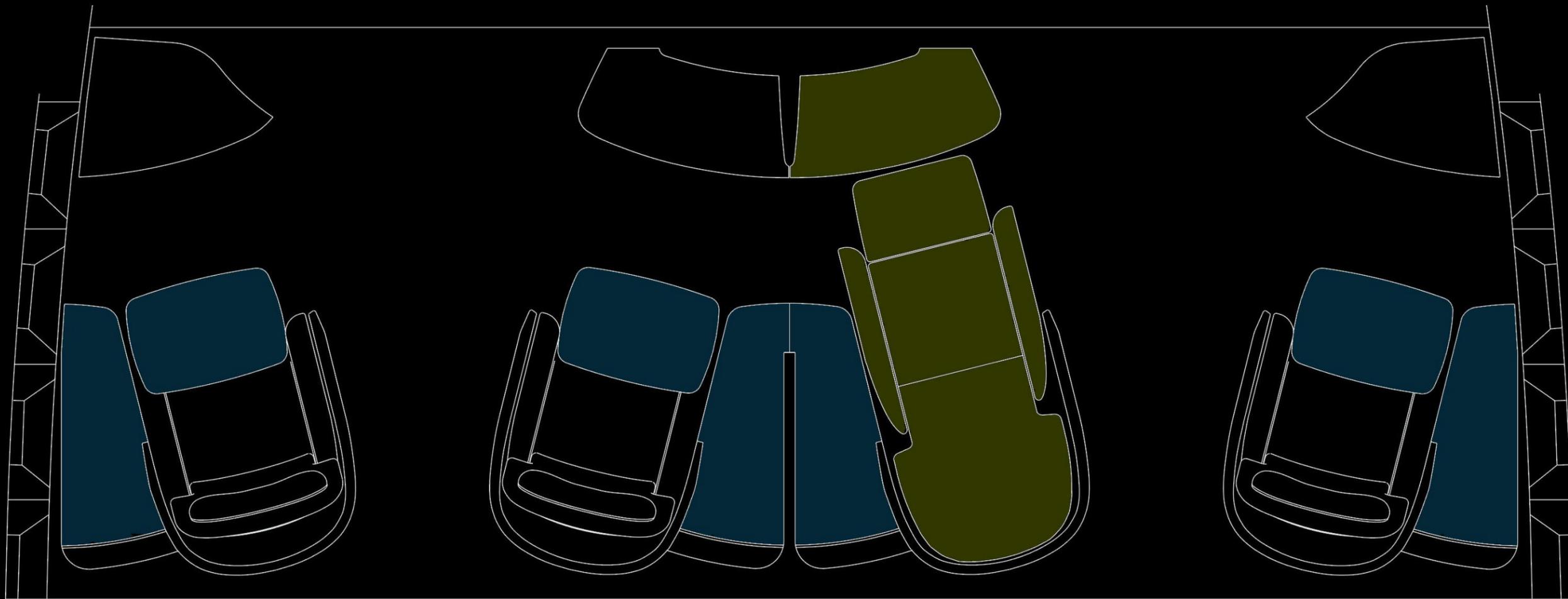
For take off and landing, the seat moves into a comfortable lounge position. The cushion is shaped and angles benefit from our latest research conducted with The University of Delft involving sub surface technology. This was aligned with research undertaken with OSU.

An in-flight working and dining table with a dedicated stool is provided. The customer can get out of their seat, move around and is not restricted to the same, small surface area where meals are taken. There can be 35% more space in which to place things. This is achieved by utilizing all of the 4 abreast cabin space and having non-traditional units that swing into position or unfold.

After focusing on work or on finishing their meal, the customer can then actuate the full width bed.



BREAKOUT uses the widebody width of an aircraft like a 777 and uses it to add new working, dining and sleeping modes.



OLDER STYLE BUSINESS CLASS LAYOUT

With a 70% increase in sleeping real estate, this satisfies the desires of getting more done, getting more enjoyment and getting more rest.

The concept was awarded an international patent late this year and we are actively developing a product launch for 2016.



CONTEMPORARY PREMIUM CLASS  
LAYOUT