

The Future of Cabin Interiors: Sustaining and Maintaining IFE Capabilities



***MRO Americas 2016
Bob Haag, SVP, Rockwell Collins***

Cabin Solutions Capabilities

Seat Centric IFE



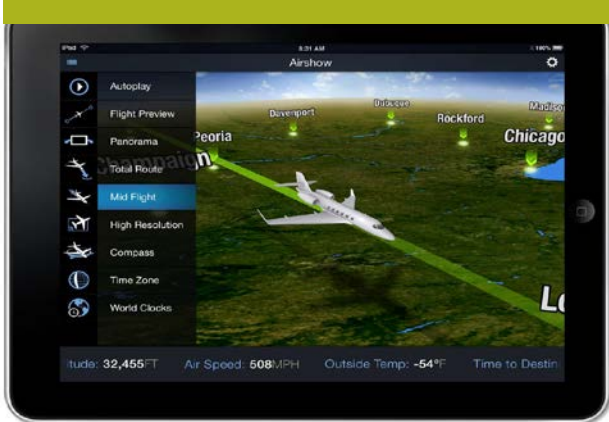
Cabin Wireless



Connectivity



Value Added Apps & Services



Broadcast



Passenger Services System



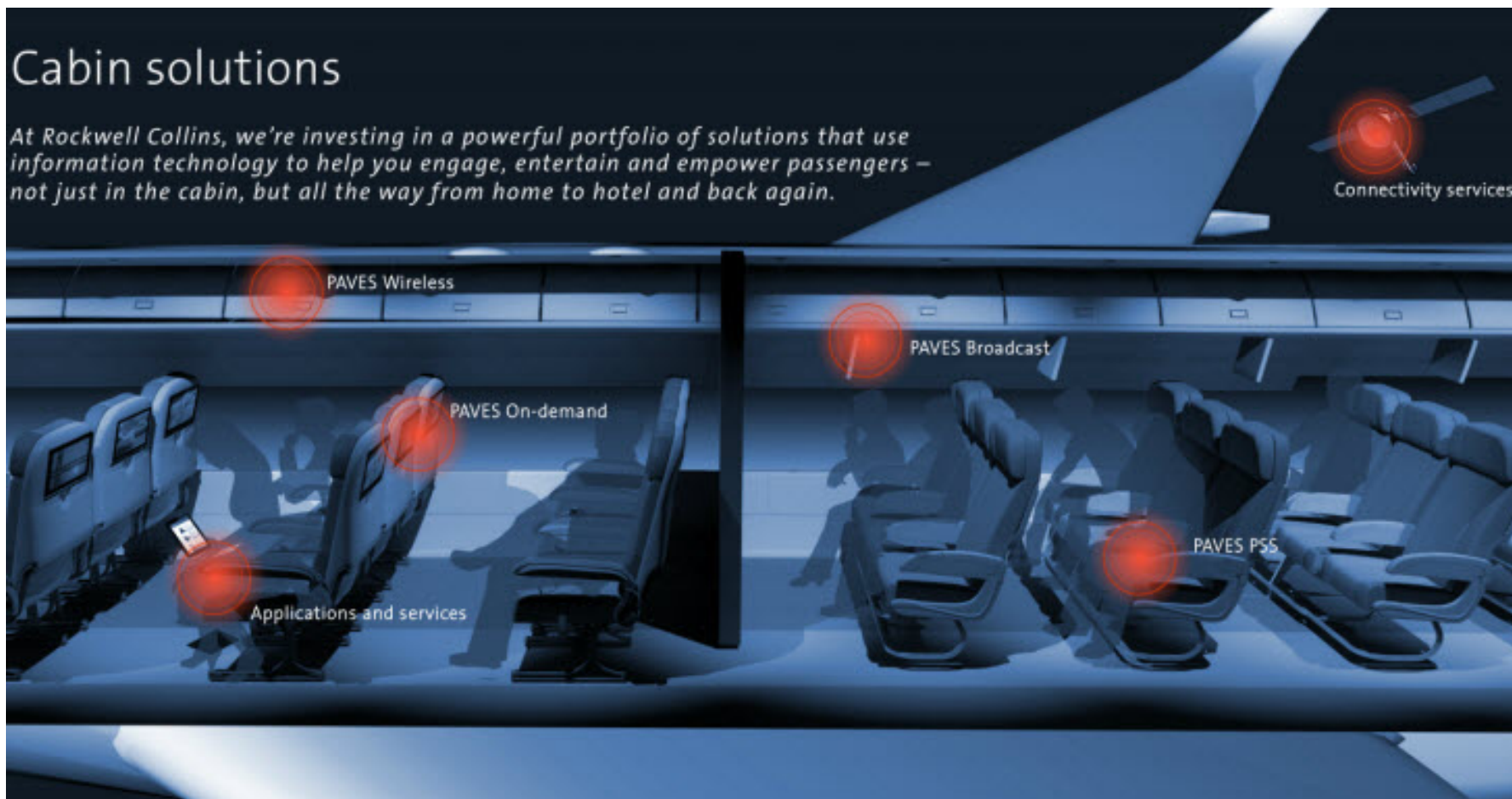
❖ **Web Portal (IFE Content Management)**

❖ **Content Management System (Cabin Wireless)**

Expanding Cabin MRO “beyond the Cabin”

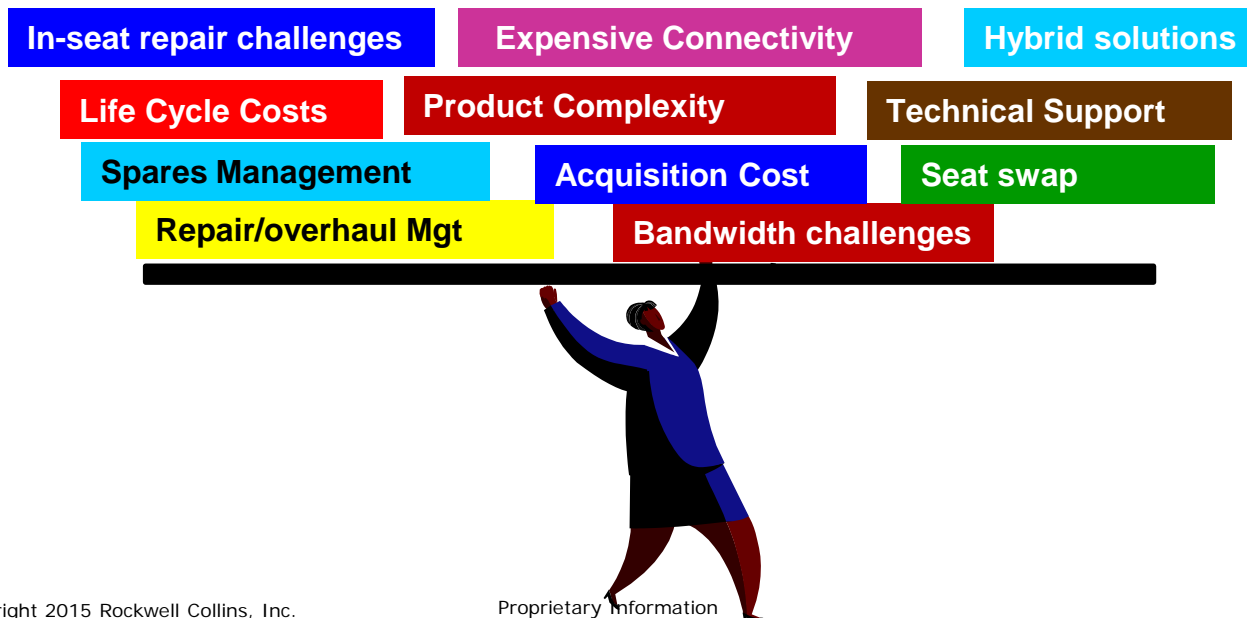
Cabin solutions

At Rockwell Collins, we're investing in a powerful portfolio of solutions that use information technology to help you engage, entertain and empower passengers – not just in the cabin, but all the way from home to hotel and back again.



Today's Cabin Electronics Sustainment Challenges

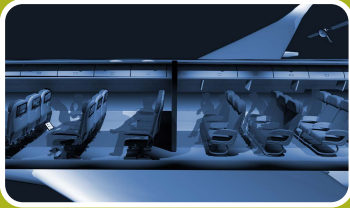
- Aircraft of all types are flying longer routes -- passengers spending more time in the cabin
- Having to send non-safety data across expensive Swift Broadband or Iridium SATCOM connection
- Airlines are seeking lower cost alternatives to traditional IFE throughout the entire cabin
- Business strategy and models vary between airlines as they seek competitive differentiation
- Hybrid offerings as airlines differentiate between cabin classes



Challenges Airlines Face with New Modern Aircraft Platforms/Interiors

Challenges		Importance to Operations
Dispatch Availability	- Expensive & critical systems	High
	- New product introduction	High
	- Limited global spares availability	Very High
	- AOG coverage	Very High
Technical Complexity	- Limited technical expertise in market	Very High
	- Complex OEM test solutions	Very High
	- 3rd party interface between technical experts & operator	Very High
Life Cycle System Performance & Cost Predictability	- Product reliability sustainment & improvement	Very High
	- Product enhancements & updates / service bulletins	High
	- Reliability reporting	Medium

Current Trends in Cabin MRO



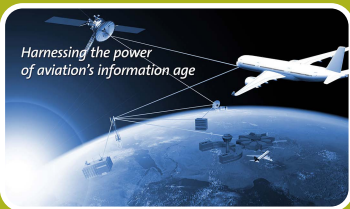
Cabin class distinction with hybrid cabin offerings – MROs addressing wide range of configurations



Data mining enables availability of replacement parts/systems upon landing



Strategic partnerships/acquisitions



MROs playing bigger role in determining best upgrade solutions

Cabin MRO Solutions Continuum

