

Shortlisted, Crystal Cabin Award 2022

PARADYM™

Next-generation cabin configuration concept

Travel is a vitamin for the soul.
It enriches our lives in so many ways.
PARADYM™ addresses the needs of the
post-Covid age: to keep air travel
attractive and affordable to passengers,
and profitable for airlines and lessors,
with long-term sustainability in mind.

LIFT®
AERO DESIGN



PARADYM

Driving future growth with a higher standard of cabin comfort and flexibility

In the post-Covid age, affordability, convenience, wellness and sustainability will all drive decisions to travel by air.

We aim to spark conversations among industry stakeholders and travellers, and ultimately inspire people to keep flying.

PARADYM addresses the long-term needs of all: revenue optimization for operators, enhanced comfort and choice for passengers, and versatility for lessors, who own half of the world's aircraft.

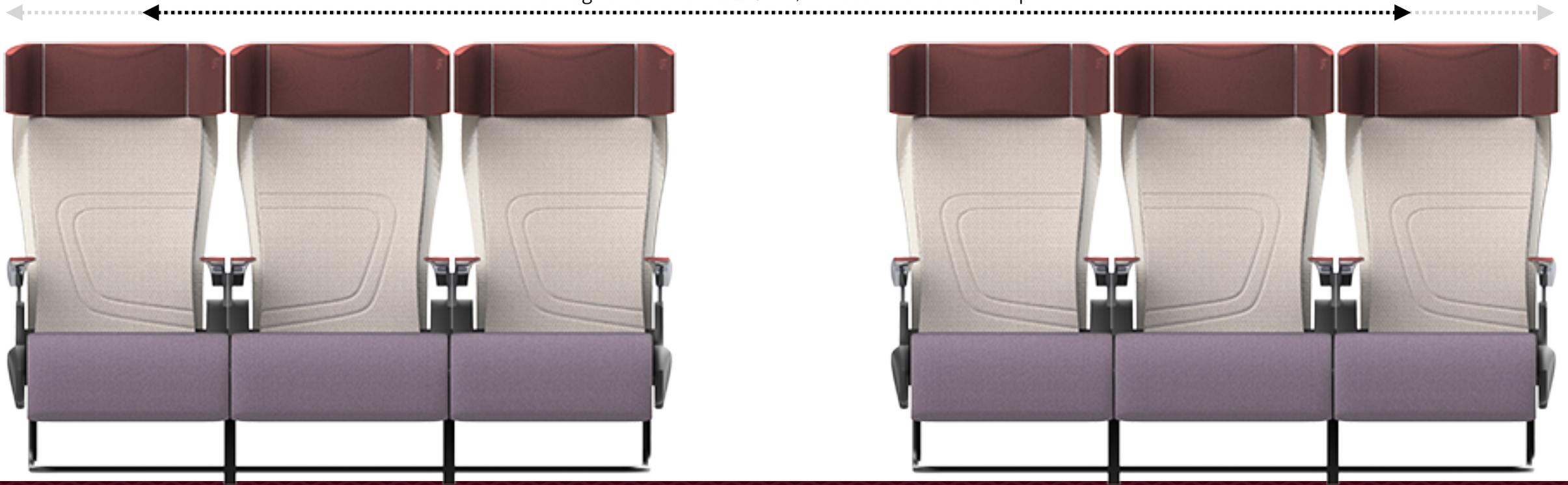
PARADYM

Our proposition:
to enhance flexibility for airlines...

by adopting a new standard of
comfort for passengers.



A fuselage wider than A320/737, filled with extra wide triples



The issues

The need to optimize every revenue opportunity. Revenue management has come a long way, but the greatest challenge, ie, ability to convert seat hardware at the last minute, remains. Cabin reconfigurations are costly and time consuming, with risk that products will be out of sync with the market upon completion.

The need to define a higher comfort standard. To ensure their survival, airlines in the post-Covid era must deliver wellness as well as convenience and affordability. How can single-aisle become more competitive as a comfort proposition regardless of fare and sector length, and with sustainability in mind?

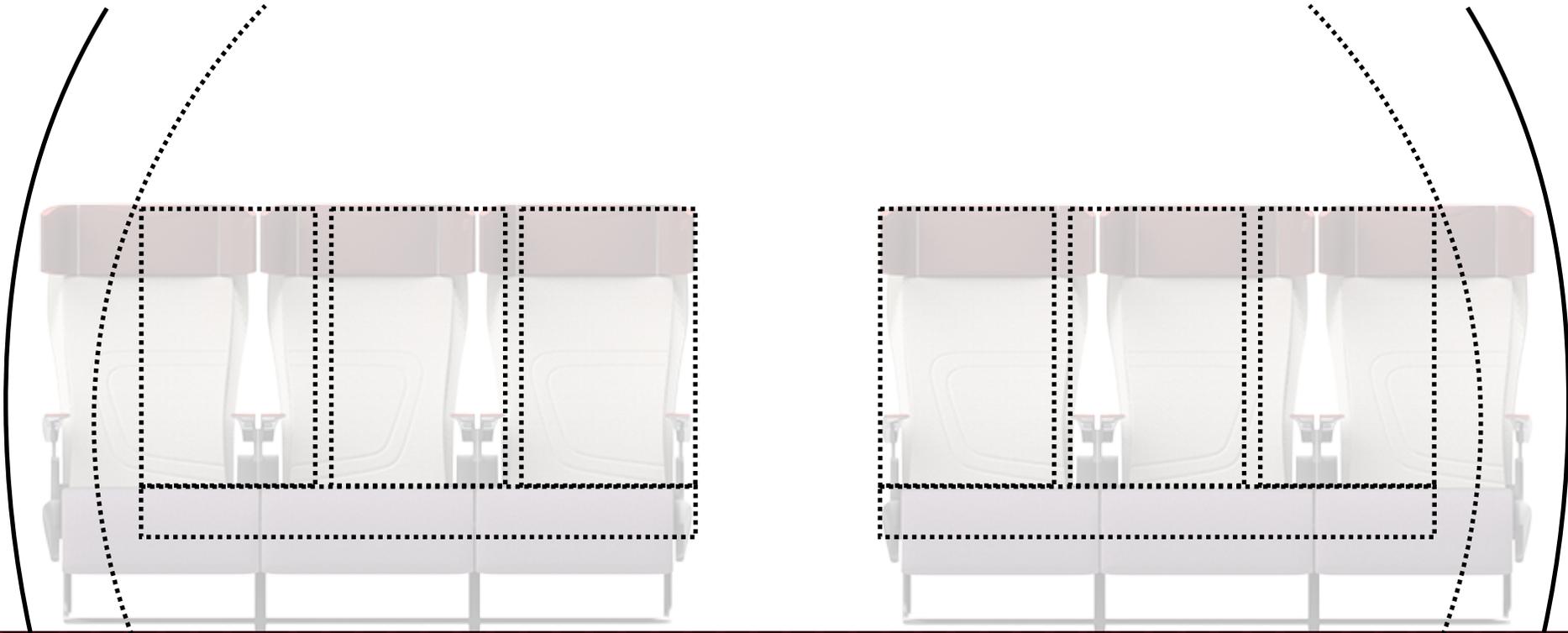
The solution: wide flexible triples

PARADYM revolutionizes single aisle flying by adopting a wider fuselage, and filling the entire cabin with a single seat model, 3 x 3.

Each **wide flexible triple** is nearly the width of a quad. This creates a cost effective way to sell any row as a 175 cm / 69 inch bed (more comfortable than current triples), premium economy or economy.

Each seat features 20-inches between armrests instead of the usual 17/18. Two armrests between passengers enhance comfort and perception of hygiene, ie “every surface belongs to me only.”

Wider to meet the needs of
tomorrow's travelers, airlines and lessors



PARADYM A320/737

PARADYM in the context of a future wide body aircraft



Primary benefit to LCCs and hybrids: revenue maximization to the max. With wide triples, any row can be sold as a spacious flat bed.

One seat model, multiple products, all rows

Economy: 20 inches between armrests instead of 17/18, two armrests between pax.

Premium economy: blocked middle seat. Aisle and window passengers can raise one or both armrests for even more space.

Premium flat: Raising the front of the seat bottom cushions creates a spacious flat bed of 1.75 meters / 69 inches long.

Reduced long-term environmental impact

Fewer seat programs, no reconfigurations, no class partitions, no additional cabin crew.

Lower cost

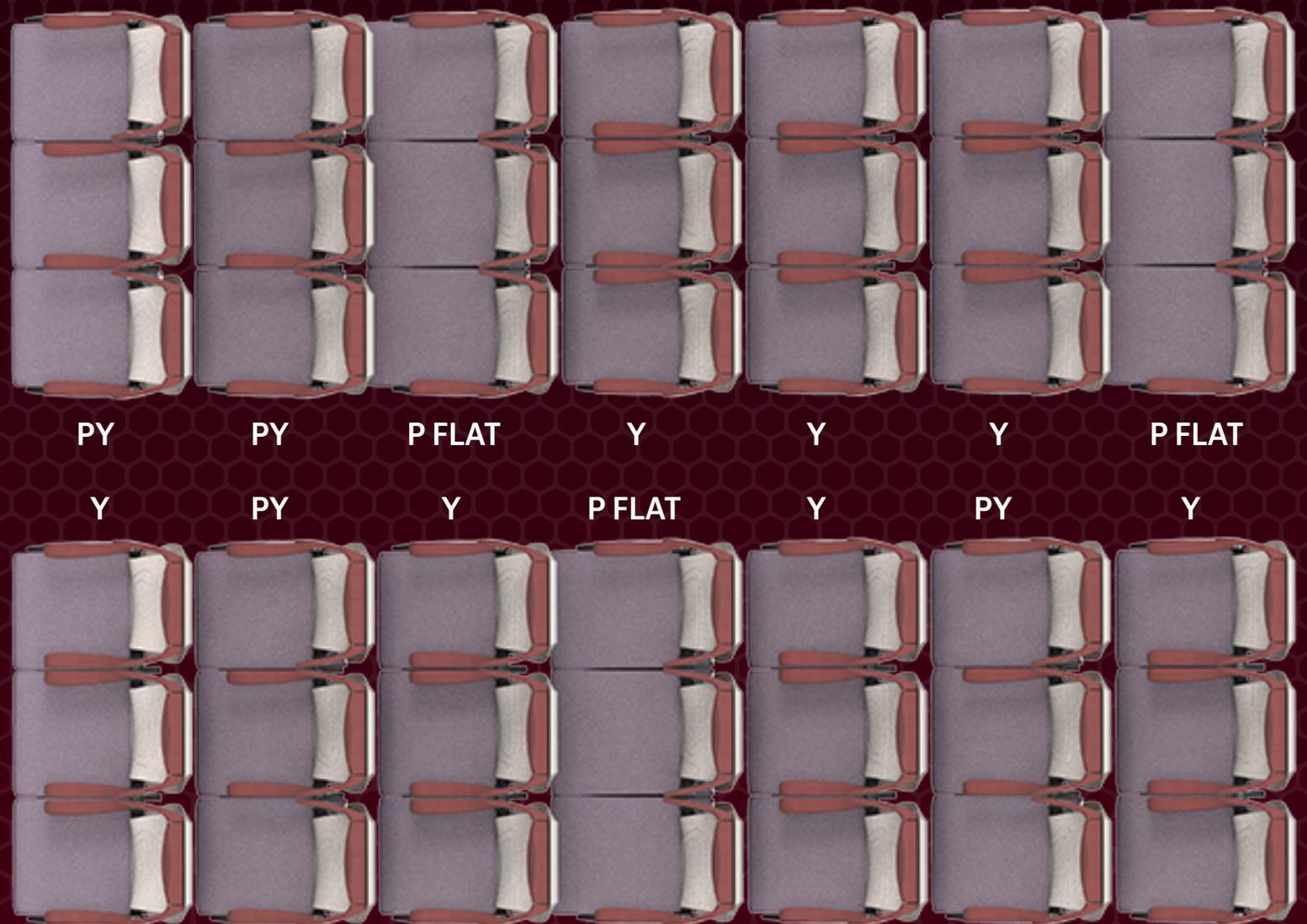
Fewer seat programs and spare parts to manage.

Faster cabin development

A single seat model means a more time- and cost-effective process for the aircraft manufacturer and airline or lessor.

For the lessor

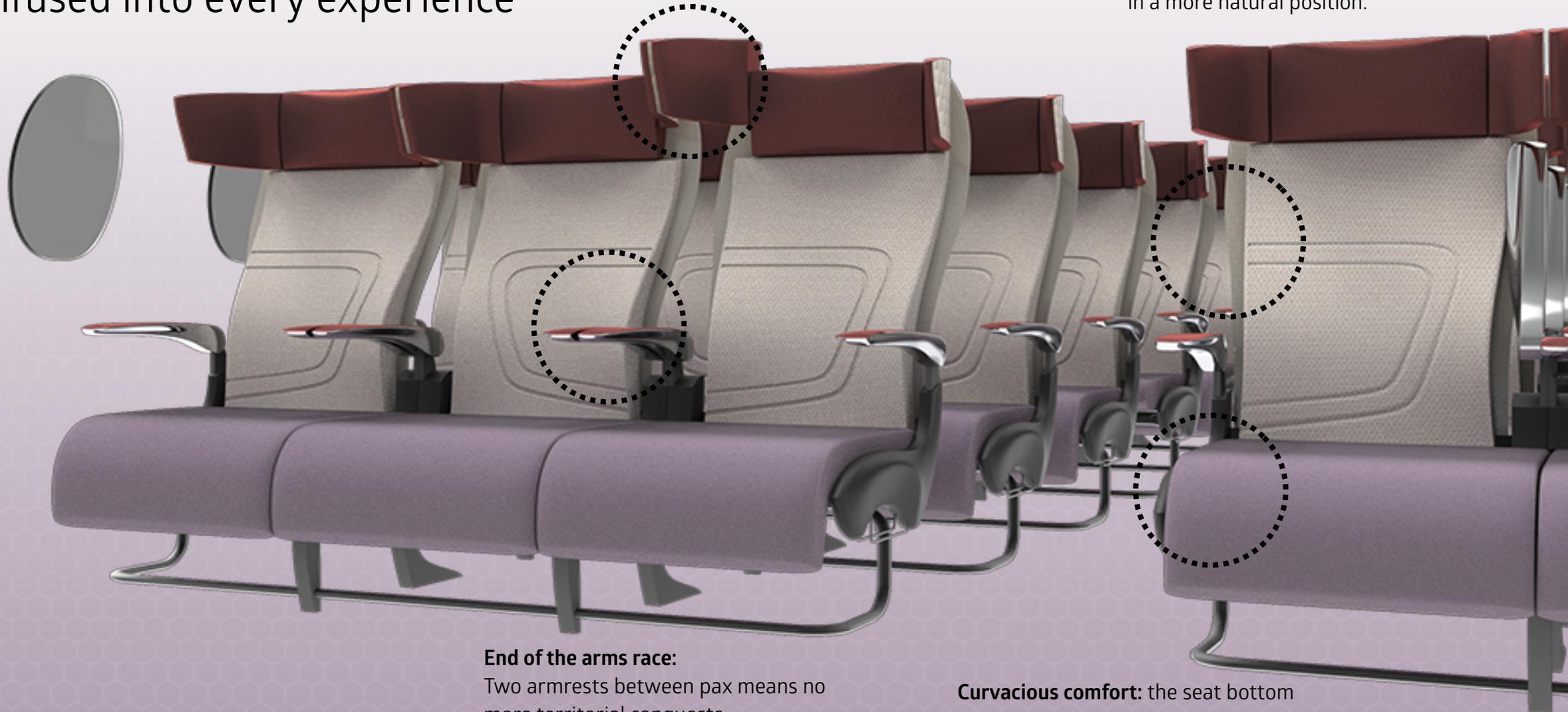
Easier repositioning of aircraft thanks to the ultra-flexible configuration.



Fueling demand with an elevated standard of comfort, infused into every experience

Zen Zone: Up/down adjustable headrests with large wings and off-centre splits, for full support and control over level of privacy.

Tapered sides of the backrest cushion allow the arms to rest in a more natural position.



End of the arms race: Two armrests between pax means no more territorial conquests.

Curvacious comfort: the seat bottom cushion gently provides more comfort by not pressing into the back of the knees.

The big-picture strategic vision

To meet the changing needs of markets over many years, PARADYM shifts the single aisle proposition from “classes” to “products”.

Ancillary revenue as profit engine

PARADYM will leverage experience customization technology, integrating the seat hardware element with selection of F&B, enhanced comfort items, shopping, pre/post-departure amenities, etc.



And because once you know flat, you can't go back.

The sleeping surface is nearly as long as a quad. Because who wants to bend their knees for 8 hours?

Key innovation: We believe that PARADYM is the first one-seat-model platform that proposes selling any combination of long flat beds, PY and/or Y, on single aisle aircraft. Market disrupter: perception shift of “both flat and comfortable” as a product not a class.

Development status: PARADYM is not yet flying. LIFT unveiled it in April 2021 to spark a global conversation about the future of single aisle PaxEx.

Feasible on existing aircraft? PARADYM could replace quads on existing widebodies, for example in a zone where the carrier needs more flexibility.

Learn more about PARADYM:
www.lift.aero/paradym.html



Designed for designers.
Strategic touchpoints for making that unique emotional connection.



Welcome aboard PARADYM World Colors, a sexy seat styling tour of the globe that celebrates some of our favorite places. View the current collection at www.lift.aero/paradym.html

PARADYM™

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TOUCH

Nonstop aviation design since 2009

LIFT Aero Design specializes in cabin design, brand design and consulting. We're madly passionate about helping our clients achieve their business goals and leveraging the power of design to inspire more people to travel.

LIFT has offices in Tokyo and Singapore.

Our clients include

AF-KLM, Air Seychelles, Bamboo Airways, Cebu Pacific, China Airlines, HK Express, Gate Group, Oasis Hongkong Airlines, LAN/LATAM, Orbis International, Philippine Airlines, Skymark Airlines, TRAICY, U-Fly Alliance

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