

# Video Clip: ABC International highlights Boom Headrest with new video

The Boom Headrest video is released as part of ABC International's extensive marketing program for the seating product

[ABC International](#) has launched today the video to accompany the release of its Boom Headrest, unveiled in May. The revolutionary headrest is designed for passenger comfort to enhance the flight experience in every seating position possible. The headrest can be adjusted to any position that the passenger wants, eliminating the need for airlines to supply orthopedic pillows or for passengers to bring their own onboard. This reduces stiff neck, neck pain and allows passengers to rest better.

Designed by Aysegul Durak, a former cabin interiors chief engineer at [Turkish Airlines](#), the Boom Headrest bears the weight of the head while providing neck support. It is equipped with a multifunctional mechanism called a gooseneck. Passengers can adjust the head and neck options by applying light pressure on the arms of the gooseneck to bring it to the desired position.

“The multifunctional bending mechanism inside the circular structure of the Boom Headrest is the only headrest that is designed to meet all these conditions that provide headrest customization,” Durak told *PAX Tech* in an [August interview](#). The Boom Headrest is a lightweight solution, and even seats that do not currently have headrests can stay within weight limits with an installation. The headrest is made with aluminum alloys with steel and polyamide inserts, Durak added.



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Retrofit of an aircraft can be done in approximately three days, said Alberto D'Ambrosio, Chief Executive Officer of ABC International. The product can be installed in Business Class or Economy Class seating.

“We can change the dimensions, foam stiffness and also fabric/leather according to the demand,” Durak said. “We can adjust those according to the seat dimensions and model. One of the best parts of co-operating with Italian companies is they make the product in a very aesthetical way besides its

quality.”