

Airbus unveils first immersive remote collaboration concept



Airbus is introducing a mixed reality concept for A320 Family cabin customization and design

[Airbus](#) has developed an industry-first collaborative solution for aircraft interior customization based on mixed reality technologies.

The remote collaboration will support Airbus' ambition to deploy a fully digital end-to-end approach for its industrial operations to improve aircraft design quality, support production ramp-up and increase customer satisfaction.

According to the airframer, this new concept will transform and boost the way Airbus defines aircraft cabins by enabling live and remote interactions with customers in an immersive virtual world.

Utilizing holograms in a 3D environment, users can visualize various cabin equipment choices and test different interior configurations, materials or colours. All users, wherever they are, can communicate easily and in real-time.

"With this new solution, Airbus is opening a new era where mixed reality will help shape the future of aircraft cabin definition. We are leveraging the power of data and most advanced technologies to create engaging, interactive and realistic virtual experiences for our customers, accessible at any time, from anywhere in the world. This shows how we foster digital innovation at Airbus for all our products and services, always keeping our customers at heart," said Catherine Jestin, Executive Vice President Digital and Information Management at Airbus, in a June 21 statement.