

Panasonic and Collins Aerospace introduce MAYA collaboration



Edward Dryden, CEO, Collins Aerospace and Ken Sain, CEO, PAC

[Panasonic Avionics Corporation](#) and [Collins Aerospace](#) have unveiled a collaboration in Business Class seating: Maya. Announced at the [Aircraft Interiors Expo](#) (AIX) in Hamburg today, Ken Sain, CEO, PAC, and Edward Dryden, CEO, Collins Aerospace addressed media at the Hamburg Messe to explain how the companies have grown in since last year's event and what passengers would experience when travelling in the MAYA seating product.

MAYA integrates Collins Aerospace and Panasonic Avionics' respective design and technology knowledge to create a Business Class cabin experience that focuses on passenger immersion, accessibility and sustainability.

"Our vision is engagement beyond entertainment and while we're early in the journey we're already seeing the benefits of this," said Ken Sain, CEO, Panasonic Avionics Corporation.

The suite delivers an ergonomic architecture and integrated ARISE™ comfort technology that automatically optimizes cushion pressure, regulates environmental temperature and reduces peak vibration disturbances during flight to improve rest and passenger wellbeing inflight.



A look at the MAYA suite

Inside the suite, there is an Astrova Curve 45-inch ultra-wide, ultra-high-definition OLED display with a headphone-less audio system. The suite also syncs to passenger electronic devices through the ADAPT™ controller, providing familiar, curated control of the seating environment and supporting mobility, sensory, cognitive and language accommodations for passengers.

"MAYA is the fusion of enhanced physical, digital and smart technologies that exponentially enhance the cabin experience in ways individual solutions are unable to accomplish on their own," said Ed Dryden, president of Interiors at Collins Aerospace. "Unprecedented customization and user control provides uniquely personal in-flight experiences – bridging historical gaps in accessibility, enabling multi-dimensional comfort and facilitating immersive in-flight entertainment."

Premium cabins are in demand, with business class being the most profitable cabin on a plane per square foot. Sain notes that while Business Class might represent less than 20 percent of passengers, it accounts for more than three-quarters of the airline's profit. He also asks the question, "What is next for business class you can't get flatter than 180 degrees and you can't add more privacy with more doors?"

"MAYA is the product of the leading inflight technology provider and the largest airplane seat manufacturer collaborating to create the future of business class for the next generation of tech-savvy passengers. The seamlessly integrated 45" Astrova Curve OLED display is 3 times larger than typical screens and the first Ultra-Widescreen CinemaScope (21:9) display in the sky – the same screen format in cinemas. Based on field of view, MAYA delivers a 50 percent more immersive viewing experience than sitting in a theater," said Sain.

The MAYA suite prioritizes sustainability, using recycled, reusable and plant-based materials along with STARLight™ composite structures to reduce production waste and improve product circularity. It is a next generation product geared towards the connectivity needs and expectations of Millennials and Generation Z. The design of the suite also supports mid-life upgrades, thanks to its modularity.

MAYA suites are on display at the Panasonic Avionics booth (4A10) and Collins Aerospace booth (5B30) this week in Hamburg.