

Paradigm Aerospace unveils BlueSky™ SuperEconomy to enhance passenger comfort



BlueSky SuperEconomy provides enhanced comfort to passengers in the footprint of an Economy Class seat

[Paradigm Aerospace](#) has created BlueSky™ SuperEconomy, a Class for Economy cabins that provides enhanced comfort for passengers through inexpensive upgrades. Paradigm Aerospace said in its September 12 press release that the product will unlock previously unexploited ancillary revenue streams for airlines.

Paradigm is seeking a foundation airline partner and investors to fund certification and early entry into a global market set to almost double by 2044, opening additional options for licensing or sale of the technology.

SuperEconomy seats convert into a comfortable lounger within the same footprint of a standard seat, but because the architecture uses the under-seat space in front, they become 140 percent space efficient. Premium Economy, by comparison, take more than twice the footprint of standard Economy with only 43 percent space efficiency, the company said. BlueSky's geometry provides a generous internal recline that allows passengers to stretch out without bothering anyone around them.

Creating value from existing layouts

Comprising a mix of standard and convertible seats, BlueSky's package replaces the airline's existing

inventory to extract greater value from the seating volume and cabin layout it already operates, in a straight swap, without any need to reconfigure the cabin. Airlines choose how many convertible seats to install and whether to zone or place everywhere in the cabin. If they want to add more in future, the remaining standard seats, externally identical, are upgradeable.

Enabled by BlueSky's Cabin Layout Management System (CLMS), the technology uniquely varies the ratio between standard and upgraded seats on every flight according to passenger demand, introducing flexibility into rigid cabin layouts, fixed at delivery. Airlines decide on installation mix volume, passengers dictate uptake, booking online, at check-in or even on board.

SuperEconomy is built for more revenue per seat, not more seats, with the Paradigm Aerospace emphasizing this is particularly appropriate in the narrow-body long-haul era where aircraft like the A321XLR are increasingly taking market share – which means that long flights need a focus on comfort.