

RAVE Aerospace and Safran Seats unveil 'Origin' concept for next-gen premium cabins



A premium suite concept features a decorative display, ambient lighting and curated details designed to create a personalized onboard environment

[RAVE](#) Aerospace and [Safran](#) Seats have unveiled a joint concept that reimagines the future of premium air travel, combining advanced seating technology with immersive inflight entertainment to create a highly personalized passenger experience.

The concept, called *Origin*, was introduced at the Aircraft Interiors Expo on April 14 and features two complementary demonstrators focused on seating and digital interaction. Together, they aim to redefine the onboard environment through adaptive comfort systems and next-generation display technologies.

At the center of the concept is an Immersive Display, a U-shaped micro-LED screen integrated into the suite. The system allows passengers to control their visual surroundings, shifting between different moods and environments to enhance relaxation or entertainment during flight.

Safran Seats' demonstrator highlights the physical aspects of the experience, including dynamic comfort systems that adjust cushion pressure and regulate the suite's microclimate. Additional features such as adaptive lighting, smart storage and an updated version of its headset-free Euphony audio system are designed to deepen passenger immersion.

“Our ambition is to redefine the future of premium travel,” said Jean-Christophe Gaudeau, Vice President of Marketing at Safran Seats, noting that the concept brings together seating innovation and display technology to prioritize comfort, wellbeing and passenger control.

RAVE Aerospace’s contribution focuses on the digital layer of the experience, showcasing how content, transparent displays and interactive interfaces can transform the cabin into a responsive and personalized environment. The company says the system enables both immersive engagement and escapism, allowing passengers to move beyond the physical constraints of the aircraft cabin.



The Origin suite integrates immersive display technology and adaptive seating to enhance comfort and entertainment in premium cabins

“Future display technologies are about more than just consuming content,” said Ben Asmar, Vice President of Products and Strategy at RAVE Aerospace. “They enable curated experiences, whether that’s deep immersion or the ability to escape into environments beyond the physical.”

The *Origin* concept reflects a broader industry shift toward hyper-personalization in premium cabins, where airlines are increasingly investing in technologies that enhance comfort while differentiating the onboard experience.