

## PRESS RELEASE

### **RAVE Aerospace and Safran unveil joint vision for the future of premium air travel: Origin**

**Origin consists of two complementary demonstrators for seating and in-flight entertainment creating a passenger experience of the future based on hyper personalization and immersive digital experiences.**

#### **Aircraft Interiors Expo, Hamburg, Germany– April 14, 2026**

RAVE Aerospace and Safran Seats have combined their expertise on seating technologies and in-flight entertainment to create a vision for the future of premium travel where innovative physical and digital technologies bring comfort, wellbeing and entertainment into new territories.

At the heart of both demonstrators is the Immersive Display Concept, a U-shaped micro-LED screen that functions as a transformative element of the suite environment. It enables passengers to enjoy a fully controllable and adaptable visual environment, creating dynamic moods and ambiances that redefine the in-suite experience.

#### **Safran Seats' Demonstrator**

Showcased at the Safran booth, the Origin demonstrator unveils a premium suite that blends today's advanced seating technologies with the innovations shaping tomorrow's travel, highlighting the transformative capabilities of the Immersive Display Concept. Alongside dynamic comfort and temperature management systems that optimize cushion pressure and regulate the suite's microclimate, smart stowage solutions and adaptive lighting provide an enhanced passenger experience. Additionally, an updated version of Euphony, the headset-free audio solution further amplifies the "sense of immersion".

"Our ambition is to redefine the future of premium travel" says Jean-Christophe Gaudeau, VP Marketing at Safran Seats. "With Origin, we bring together seating innovation and future display technologies to create an immersive, adaptive environment that puts comfort, well-being and passenger control at the forefront."

#### **RAVE's Demonstrator**

The Origin demonstrator at the RAVE Aerospace booth 3A10 in hall B3 brings the Immersive Display Concept to life through content, interaction and advanced display technologies. While the full seat concept is presented in partnership with Safran Seats, the RAVE Aerospace experience focuses on how immersive content, transparent displays, and next-generation interfaces transform the cabin into a dynamic, personalized environment. From escapism to contextual experiences, the demonstrator showcases how display technology can transport passengers beyond the physical space of the aircraft.

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

**About RAVE Aerospace**

RAVE Aerospace is the creator of RAVE and offers innovative in-flight entertainment and connectivity solutions using the latest in consumer and avionics technology to provide an open and connected ecosystem. The company's best-in-class hardware, software, and services enable airlines to elevate the flying experience for passengers.

**About Safran**

Safran is an international high-technology group, operating in the aviation (propulsion, equipment and interiors), defense and space markets. Its core purpose is to contribute to a safer, more sustainable world, where air transport is more environmentally friendly, comfortable and accessible. Safran has a global presence, with more than 110,000 employees and revenue of 31.3 billion euros in 2025, and holds, alone or in partnership, global or regional leadership positions in its core markets.

Safran is listed on the Euronext Paris stock exchange and is part of the CAC 40 and Euro Stoxx 50 indices.

Safran Seats is one of the world's leading manufacturers of aircraft seats, for both crew and passengers. 1 million Safran Seats-manufactured aircraft seats are currently in service with air fleets around the world.

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