



Sixty airlines and leasing companies have ordered the new Boeing Sky Interior for 1,689 of their airplanes. It is a standard feature on new orders placed for 737s delivered from the Renton, Wash., plant. Announced customers include:

- Air Berlin – Berlin
- Alaska Airlines – Seattle
- American Airlines – Dallas
- COPA Airlines – Panama City
- flydubai – Dubai, United Arab Emirates
- GOL Airlines – Sao Paulo
- Lion Air – Jakarta, Indonesia
- Luxair Luxembourg Airlines – Luxembourg
- Malaysia Airlines – Kuala Lumpur, Malaysia
- Norwegian Air Shuttle ASA – Fornebu, Norway
- Russian Technologies – Moscow
- Skymark Airlines Inc. – Tokyo
- Southwest – Dallas
- TUI Travel PLC – London
- Turkish Airlines – Istanbul
- United Airlines – Chicago

PHOTOS: (Far left) Norwegian Air Shuttle's new Boeing Sky Interior features a striking contrast between its dark seats and the light, open architecture. **MARIAN LOCKHART/BOEING** (Insets) The new interior features larger stowage bins (top); different cabin lighting scenes that flight attendants can choose (middle); and more intuitive placement of overhead controls (left). **ED TURNER/BOEING**

Sky high

Innovative new interior for Next-Generation 737s reconnects passengers with the magic of flight
By Kathrine Beck

For Norwegian Air Shuttle, the 23rd airplane it received from Boeing as part of an order for 80 737-800s was different on the inside—eliciting more than a few wows from those who saw it.

It was the first in the airline's order with the new Boeing Sky Interior, which is based on extensive passenger research.

"It's beautiful, and much more spacious," said Bjorn Kjos, chief executive of Norwegian Air Shuttle, one of several launch customers for the Boeing Sky Interior.

Curving architecture and coved ceilings give passengers that feeling of spaciousness. New window surrounds make the windows look bigger. Brighter and longer-lasting light-emitting diode, or LED, illumination replaces standard

lighting, and it can be programmed to provide a soft blue sky overhead or create different effects during the flight.

Larger stowage bins pivot down and out with the touch of the handle. Passengers are not the only ones who benefit from the new bin design. "We can load and unload much faster," Kjos explained. Quick turnaround times help keep airplanes in the air and making money.

The new interior has more intuitive touches as well. Passengers turning on their reading lights, for example, are less likely to inadvertently call a flight attendant because the buttons are farther apart and different in appearance. Cabin crews get a modernized, touch-screen attendant panel. It accommodates all existing cabin controls and adds

settings for the new cabin lighting.

Other airlines taking delivery of airplanes with the new interior have similar enthusiasm for the innovation and improvements.

"We're always appreciative of Boeing making a great airplane better, and the new interior fits right into that category," said Ron Baur, vice president of fleet planning for United Airlines.

Before the merger of Continental and United, Continental became the first U.S. launch customer for the new Boeing Sky Interior, which was delivered in December. But the airline didn't approve the purchase until the interior passed muster with cabin crews. Continental sent flight attendants from Houston to check out the new interior mock-up at the Customer Experience

Center in Renton, Wash. They arrived with an assortment of carry-on luggage in different weights and went to work hoisting bags in and out of the new overhead bins. The airline wanted to make sure that the pivot bins were easily opened and closed by flight attendants and passengers alike.

Their verdict: "Very positive," said Baur. "We liked the added benefit and convenience with no increase in the weight of the aircraft."

Malaysia Airlines, a launch customer in Asia, also was enthusiastic when its 737-800 with the new interior arrived in Kuala Lumpur in November. Rashidi Saidin, senior vice president of quality at the airline, recalled an event attended by dignitaries, including U.S. Secretary of State Hillary Clinton.

"We showcased the LED lighting," Saidin said, "going from a morning ceiling light through mealtime lighting to darkness. There was a lot of 'Wow!' and 'Ooh!' and 'Ah!'"

That's exactly what Boeing's Kent Craver hopes to hear from customers. As regional director of Passenger Satisfaction and Revenue, Commercial Airplanes, it's his job to help airlines understand the business case for products such as the new interior.

But Craver also wants the airlines to know that passengers are getting something else: They're "reconnecting to the magic of flight." ■

kathrine.k.beck@boeing.com