

FlyingLab



Exploring Exceptional Experiences

Up & Beyond Event

LH 452 | MUC - LAX | Sep. 17, 2023

Event Brochure

In cooperation with



Lufthansa

Editorial & welcome



Dear Reader,

Welcome to the Up & Beyond Event by FlyingLab 2023! It is wonderful to have you on board flight LH452 as we are making our way to the APEX (Airline Passenger Experience Association), IFSA (International Flight Services Association) and FTE (Future Travel Experience) Global EXPO 2023 in sunny Los Angeles, California.

As Lufthansa Group's innovation platform, the FlyingLab encompasses our broad commitment to discovering new technology and integrating it into all of our operations. Today's in-flight event is just one aspect of this initiative. The Up & Beyond Events by FlyingLab have their origin in a special occasion, like this year's APEX/IFSA and FTE Global EXPO. Acting as an exclusive pre-conference, the purpose of an Up & Beyond Event is to already start the dialogue en-route while participants are heading towards their joint destination.

As we make our way across the Atlantic, we're excited to invite you to join the discussion with exclusive access to the conference live onboard. Join engaging discussions led by pioneering thought leaders and as we're kicking off the dialogue on the future of air travel at an impressive 30,000 feet.

Thank you for embarking on this journey with us!

Carsten Hoffmann

Vice President

Marketing & Brand Experience Lufthansa Airlines

#FlyingLab
#LetsGoUpAndBeyond

On the Ground and in the Air

The Up & Beyond Event Journey



Starting the journey on ground – the gate event

At the opening gate event, you are invited to check-out hands-on presentations of new products and services by our partners.

Learn how to create your business travel itinerary in minutes from Swifty, an AI business travel assistant. With the UpTrip App you can scan your boarding pass and get rewarded with a digital trading card for free in-flight WiFi, Lounge Access and many other rewards. Dive into the virtual reality world and discover Lufthansa's new long-haul product Allegris. Learn how innovators are transforming aviation or a greener future from Shashank Nigam, Founder of SimpliFlying, and win a copy of his latest book "Sustainability in the air". Specializing in digitalization of aircraft cabins, AERQ's open IT platform will enable airlines to create more personalized and seamless experiences for passengers.



Learn more on how this can make your travel journey more hassle-free and joyful at their booth. Curious about how digital innovation elevates customer experiences to new heights? Learn more at the Digital Hangar, the centerpiece for boosting digital innovation at Lufthansa Group. And look out for drowned dancing ballet and the talking service robot Pepper from Lufthansa Industry Solutions.



Spend your time waiting for your flight with exploring how the future of travel might look like and get buckled up for the in-flight conference during the flight. And best of all: participating in the gate event of the Up & Beyond Event is free. So grab a coffee and snack and start exploring!



In-flight conference – What happens on board

While traveling aboard LH452 from Munich (MUC) to Los Angeles (LAX) en route to the co-located APEX/IFSA and FTE Global EXPO 2023, the FlyingLab invites you to participate in live presentations, interviews and cutting-edge product tests.

Once the plane reaches cruising altitude, the FlyingLab team will set up cameras and a dedicated Wi-Fi network to ensure that every passenger, regardless of booking class, can receive the signal on a smartphone, tablet, or laptop. Then, sit back and relax while watching the events as they stream live on your personal device. Passengers can even send written questions to the moderator via a textbox on your screen during the talks and participate in live votings during the talks. The only prerequisite for participation: your device must be able to connect to the Wi-Fi hotspot on board. Please note that the FlyingLab network is separate from the onboard FlyNet entertainment system and internet connection. The cabin crew will make an announcement when the video stream is about to start.



#LufthansaInnovationHub
#UpTrip #Swiftly #AERQ
#LufthansaIndustrySolutions
#DigitalHangar #Allegris
#SimpliFlying

At our destination

The Global Expo in Long Beach, California

From the 19th to the 21st September, one of the biggest aviation industry events will take place in Los Angeles.

The co-located Airline Passenger Experience Association (APEX), International Flight Services Association (IFSA), and Future Travel Experience Global EXPO will bring the best of the airport and inflight realms under one roof for the first time. Together, the shows will create the largest gathering of air transport executives from around the world in North America in 2023.

It will be unlike any event you have attended before and you will walk away inspired with a comprehensive knowledge on the latest ideas and concepts from the sector.



#LAX #GlobalEXPO
#PaxEx
#FTEGlobal

Exploring Exceptional Experiences

At FlyingLab, we believe in the power of creating extraordinary experiences that have the potential to redefine the future of air travel. That's why this year's Up & Beyond event is all about exploring new horizons and envisioning the passenger experience in 2030 and beyond.

This year's theme, "Exploring Exceptional Experiences," captures the spirit of curiosity and innovation that drives this event, where we will test, try, talk and think about the needs of the passengers of tomorrow. With this special flight, we have committed ourselves to exploring new horizons and pushing the boundaries of what is possible. From sustainability and connectivity to digitalization and personalization, we will delve into the key trends shaping the aviation industry.

Together, we will embark on a journey of discovery, envisioning the extraordinary experiences that await passengers in 2030 and beyond – let's explore extraordinary experiences and shape the future of travel together!



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Connecting Passengers and
Places to Create Exceptional
Experiences

Tino Klähne

Director Strategic Innovation & Intelligence
Lufthansa Innovation Hub



Exceptional Experiences – Driven by Technology

About Tino Klähne

Tino Klähne is a seasoned innovation expert with +15 years of experience connecting the dots between strategy & design to drive corporate innovation at scale. He is in charge of the development & operationalization of Lufthansa Innovation Hub's innovation strategy.

The strategic intelligence team senses early signals in the market to spot opportunities or threats.

Creating agenda-setting insights - His work fuels the creation of digital ventures in the travel & mobility tech context by strategic intelligence, business strategy, and emerging technologies.

A designer by training, Tino also holds an MBA in Innovation & Business Creation from the Technical University Munich. Before joining Lufthansa, Tino led design teams at renowned design studios and companies across all Design Thinking and Doing phases. He has gained extensive cross-industry experience ranging from consumer electronics to public transportation across products, software, and services.

About his keynote:

Technology is a key enabler for exceptional experiences. It transforms industries and lives at an accelerating speed. To increase its pace of innovation, Aviation needs to shift from pure asset-centered innovation towards more tech-driven experiences. The Lufthansa Innovation Hub shares its work on connecting the dots between new technologies and new value creation – for travelers and the industry.



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“In 2030, exceptional experiences will be driven by technology – not asset-centered innovation.”



Dr. Fereshta Yazdani

Technology Consultant & Data Scientist
Lufthansa Industry Solution



AI Solutions for Sustainable Food Waste Management: A Step Towards a Greener Future

About Dr. Fereshta Yazdani:

Fereshta Yazdani obtained a degree (PhD in Engineering) in Robotics and Artificial intelligence by the Institute for Artificial Intelligence at the University of Bremen.

Today she works in the position technology consultant at the Lufthansa Industry Solutions in different roles, e.g. PMO, project manager, data scientist, and project lead, etc, in different sectors, e.g. automotive, cruise industry, aviation, telecommunication, logistics.

She supports companies in the process of Digital Transformation and advises how AI can create an additional benefit to their business processes.

About her keynote:

Food waste has emerged as a critical issue in today's world, demanding our attention and action. Every year, millions of tons of food are wasted globally, contributing to environmental degradation, economic losses, and social inequalities. This wastage occurs at various stages, from production and distribution to consumption and disposal.

Artificial intelligence (AI) technologies offer promising solutions to address this pressing issue and strengthen sustainability efforts. AI-powered systems can optimize supply chain management, predicting demand patterns and reducing overproduction. They can also enhance sorting and distribution processes.

In this presentation, we will see based on some use cases how artificial intelligence can improve resource management, increase efficiency, and promote responsible consumption. Artificial intelligence tackles food waste that is crucial for a sustainable future.



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“Autonomous Flights: The development of autonomous or semi-autonomous aircraft is gaining momentum. By 2030, we could see advancements in autonomous flight technology, leading to increased automation and potentially even pilotless commercial flights in certain regions or under specific conditions.”

Our Speakers

Verena Bintaro

Head of Marketing & Public Relations
AERQ



Dirk Seiffert

Head of Sales & Account Management
AERQ

Less Travel Stress – Digital
Solutions that Really Help



About Verena Bintaro:

With a strong background in business, Verena Bintaro is a passionate brand, marketing, and communications expert with over ten years of experience in venture building and aviation. What started with an internship at the European Union Aviation Safety Agency (EASA) lead to a career at IDAIR, a premium provider for inflight entertainment and cabin management systems in private aviation, which is today a daughter company of Lufthansa Technik.

In 2019, she has joined AERQ, a joint venture between LG Electronics and Lufthansa Technik, where she is responsible for its brand, product positioning of its digital platform AERENA and all external communications. With her team she has achieved many milestones since and is eager to see AERENA flying in the near future.



About Dirk Seiffert:

Dirk has been in aviation for more than three decades, holding various positions in customer service, sales, account management, business development and project management at heavy weights like Airbus and Panasonic Avionics. Beginning of 2021 Dirk joined AERQ and he is now the Head of Sales & Account Management, enjoying very much building an aviation company from scratch and shaping the product portfolio together with his colleagues. Working with customers around the globe and being back to personal contacts at shows like APEX in Long Beach is what he values the most.



About their Keynote:

Everybody wants a travel journey with as little hassle as possible. Verena and Dirk are proposing digital solutions that can make a difference. Tell them what you think.

Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“I’d be excited to have the same experience that I have on my tablet at home on an airplane and to have access to up-to-date content.”



“Going on an air taxi to the airport, no waiting times at security or during boarding, a personal touch on board.”



Bastian Schütz

Strategic Partnerships & Business Alliances
Meta



Metaverse & XR Technology – The Impact is Real

About Bastian Schütz:

As a member of Meta’s Reality Labs team, Bastian leads Meta’s initiatives to empower developers and brands in the DACH region (Germany, Austria, Switzerland) to leverage cutting-edge immersive technologies, such as Augmented, Mixed, and Virtual Reality. As a startup founder and business development professional working for enterprises like T-Mobile, Bastian has a proficiency in fostering global business alliances & build innovative technologies with developers & brands across different industries.

About his Keynote:

Take a look at the future of the internet and explore the transformative potential of the Metaverse and XR technology. Discover how these innovations are reshaping industries, and gain insights from the real-world impact of collaborations like Lufthansa and Meta. Uncover what the future holds for XR technology.



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“The Metaverse.”

Oliver Schmitt

Managing Director Digital Hangar
Head of Digital Delivery Lufthansa Group



Elevating Customer Experiences to New Heights with the Lufthansa Group Digital Hangar

About Oliver Schmitt:

Dr. Oliver Schmitt, born in 1971, is Senior Vice President for Digital Delivery within the Lufthansa Group. In this role, he is responsible for providing digital solutions for products & services related to the customer-facing airline business at Lufthansa Group. Heading the Digital Hangar, the centerpiece for boosting the digital innovation power of the Lufthansa Group airlines, Oliver Schmitt brings digital customer offers along the entire journey to a new level, including the development of relevant digital touchpoints such as customer app and website.

Oliver Schmitt holds a doctorate in physics and can draw upon extensive experience with over 20 years in product development, marketing and sales as well as several years with the Lufthansa Group. He started his career as a management consultant before moving to mobile communications provider Telefonica O2 Germany in 2003. As Vice President online, Oliver Schmitt was responsible for e-commerce, online sales, analytical pricing, digital and affiliate marketing, among other things. In 2017, Oliver Schmitt moved to Euro-wings, where he was initially responsible for all sales and distribution activities as ...



... Vice President sales and, from 2018, for the implementation of the digital strategy as Managing Director Eurowings Digital. He was then promoted to CCO and joined the Eurowings Executive Board, where he assumed responsibility for the airline's commercial activities. In 2021, Oliver Schmitt became Senior Vice President for Loyalty & Ancillary Services of Lufthansa Group as well as Managing Director of Miles & More GmbH and drove customer loyalty, flight- and non-flight related ancillary services, all worldwide marketing activities as well as the customer data and analytics units.

Dr. Oliver Schmitt (52) is married and resides in Munich with his wife and two children.



About his keynote:

Tune in the Lufthansa Group Digital Hangar keynote as our CEO Oliver Schmitt delves into the heart of digitalization, redefining touchpoints across the aviation landscape. Curious about how digital innovation elevates customer experiences to new heights? Prepare for an electrifying journey through cutting-edge strategies, emerging technologies, and seamless interactions.

Embark on this transformative expedition with us and unlock the secrets behind crafting unparalleled customer journeys. Discover how digitalization revolutionizes touchpoints, leaving passengers in awe at every step. Don't miss the chance to explore deeper insights into the intersection of technology and aviation – reserve your seat now and touch the future of travel!

Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“At the Digital Hangar, we are committed to meeting our customers’ expectations by delivering personalized and seamless digital experiences powered by AI.”

Jan-Peter Gänse

Head of Product Development
& Delivery Operations Products
Lufthansa Systems



Michael Remdisch

Head of Ground Operation Products
Lufthansa Systems

Behind the Scenes – How to
Make Today's Flights Happen

About Jan-Peter Gänse

Jan-Peter Gänse joined the Lufthansa Group back in 2006. He has held various positions within the Group, driving innovative solutions in the field of Passenger Experience Solutions and IT. Since 2021 Jan-Peter is heading the NetLine product suite at Lufthansa Systems – a product line based on technical solutions by Lufthansa Systems that cover almost all aspects of airline operations.



About Michael Remdisch

Michael Remdisch joined the Lufthansa Group in 2021. In various roles as project lead, team leader and in the end as overall product responsible Michael focused on the development of the inflight entertainment product “BoardConnect” of Lufthansa Systems. As of June 2023, he switched to his new role Head of Ground Operation Products at Lufthansa Systems.



About their Keynote:

Join us to explore the hidden marvels that make our flight journey possible, powered by innovation and precision planning. Discover how cutting-edge tools revolutionize the planning process, ensuring a seamless and enjoyable flight experience. In this keynote, our Head of NetLine, Jan-Peter Gänse will elaborate together with Michael Remdisch, Head of Ground Operation Products, how Lufthansa Systems supports with innovative IT from planning to take-off and landing.

Quote on:
What will be the most exciting thing in aviation
in 2030 in your opinion?

“Travelling in more comfort, better
entertained and more individualized
whilst protecting the environment.”



“I am convinced that in 2030, modern
technology will enable us an even
safer, more sustainable, efficient and
entertained way to travel by airplane.”



Shashank Nigam

Founder and Chief Executive Officer
SimpliFlying



Saving the magic of flight
for future generations.

About Shashank Nigam:

Shashank Nigam is the founder and CEO of SimpliFlying. Having consulted for more than 100 airlines over 15 years, Nigam is a frequent keynote speaker and has been widely featured in major media outlets like The New York Times, The Wall Street Journal, and the BBC. His first book, SOAR, was an Amazon bestseller and is currently being taught on Masters students at Cranfield University (UK) and Embry-Riddle (USA). Sustainability in the Air is his second book that shares lessons from innovators helping aviation become sustainable. He is the host of a leading podcast with the same name. As Canadian, he lives in London, UK with his wife and two daughters.

About his Keynote:

The industry contributes almost three percent to global carbon emissions; without significant changes, that figure could increase drastically as air traffic grows. Yet, there is hope thanks to innovators who are challenging the norms. Can we preserve the magic of flying for future generations?

1. Why flying is magical
2. The Trillion Dollar Dilemma:
Growth vs Sustainability
3. How airlines are addressing sustainability today?
4. Why are some airlines stumbling?
5. How are technology startups acting as catalysts?
6. What do successful technology solutions have in common?
7. What can you do tomorrow to make travel more sustainable?



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“My new book is a remarkable testament to the power of human ingenuity in keeping the magic of flying alive. Read it today!”

Dr. Jan-Hendrik Andersson

Chief Commercial Officer
Munich Airport



Navigating the Future: Digital Innovation at Munich Airport

About Dr. Jan-Hendrik Andersson

Dr. Jan-Henrik Andersson was born in Hamburg in 1969 and completed his studies at the Technical University of Hamburg (Business Engineering), Nicolaus Copernicus University of Economics in Torun (Ph.D. in Economics), Beuth University of Applied Sciences Berlin (Master of Science), and the Bulgarian Academy of Sciences (Ph.D. habil. in Organization & Management). He began his international career at Gartner Inc. (Stamford, USA) and subsequently held leadership positions at ricardo.AG, Bertelsmann AG, Deutsche Post DHL Group, Metro AG, SSP Group plc, and HAVI Supply Chain. His profound expertise covers digital transformation, change management, value chain engineering, sustainable development of new business fields, and branding. In November 2021, he joined Flughafen München GmbH as Chief Commercial Officer and Chief Security Officer.

About his Keynote:

In today's rapidly changing world of digitalization and sustainability, airports must adapt to evolving customer expectations. Customers do not longer view airports as mere waypoints; they seek for a unique and memorable experience. Munich Airport recognizes this shift and aims to go above & beyond pure practicality, prioritizing a "sense of place" that creates long lasting memories for travelers.

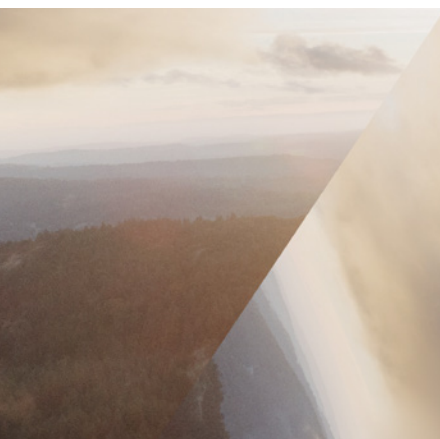
While continuously improving processes to ensure punctuality and reliability of flight and baggage handling as well as ensuring easy orientation and navigation, airports also aim to enhance their experience further. Tune in for Dr. Jan-Henrik Andersson's keynote to find out more how Munich Airport is adapting these evolving customer needs and their vision of a unique airport experience.



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“Next to sustainable energy sources, robotics, digitalization, and AI, green inter-modality and supersonics respective quantum leaps the unbeatable fascination of connecting people and the world.”



David Kondo

Senior Director Brand Experience
Austrian Airlines



What the Airline Customer Journey looks like in 2030

About David Kondo:

David's career in customer experience and design has spanned a number of the world's leading airlines such as Finnair, Qatar Airways and Qantas Group. He has led the design development of such innovative products as the Finnair Airlounge, Qatar Airways Qsuites and several customer initiatives both on ground and in the air. David will now be joining Austrian Airlines as Senior Director of Brand Experience and is very much looking forward to creating the next chapter of the Austrian Airline experience with his new colleagues and Lufthansa Group family.

About his Keynote:

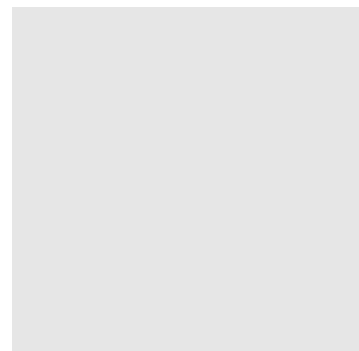
How will the customer journey be improved in 2030 and what do airlines need to get right?



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“Digital solutions and systems will mature greatly by 2030 to improve the customer experience and reduce friction. There is a lot happening now but there is a lot of untapped potential and by 2030 I believe there will be a much greater level of integration and overall better digital experience to improve and smooth the customer experience.”



Martin O'Regan

Chief Executive Officer
InflightFlix



Connecting Passengers and Places to Create Exceptional Experiences

About Martin O'Regan:

As the founder of VisitorFlix Media Group, and InflightFlix International, Martin O'Regan has been described as a destination marketing visionary.

Over the last 10 years his teams have produced over 1,000 visitor experience videos in Europe, North America and the Middle East for world-renowned hotels' bedroom TVs, global tour operator email campaigns, state agency tourism websites, and airlines' inflight entertainment.

Today InflightFlix are proudly collaborating with Emirates, Aer Lingus, Lufthansa Systems, Viasat and Deutsche Bahn to connect passengers and places globally.

With these unique insights into travel, tourism and advertising, he is passionate about creating a global content pool for airlines to use online, onboard and on social that will inspire travel, enhance the passenger experience and enable airlines to monetise destination video content.



About his Keynote:

How airlines can unlock the value of destination video content to enhance the passenger experience, inspire travel and fund inflight entertainment.



Quote on:

What will be the most exciting thing in aviation in 2030 in your opinion?

“Providing valuable content inflight to passengers at net zero cost to airlines - Sustainable Inflight Entertainment Content and Connectivity.”

How to connect

Watch the sessions & presentations via FlyingLab Wi-Fi

To join our live onboard presentations and performances using your own device, please follow these steps:



1. Switch on the Wi-Fi on your laptop, tablet, or smartphone (all other transmitting functions must be switched off).



2. Connect your device to the “FlyingLab” Wi-Fi network.



3. Open your browser and enter “FlyingLab.live”.



4. The broadcast will start automatically.



5. Type and send your questions in the text box below the live stream in your browser and send them to the moderator.

We will inform you during the flight when the FlyingLab Wi-Fi network is ready to connect. On Android devices, we recommend using the Chrome browser. For iOs users, we recommend clearing the cache.*

Please ask our technical staff on board if you need assistance or have problems connecting your device. To avoid disturbing other guests on our flight, please use headphones.

* Open the *Settings* app and scroll down to the fifth group of options (with *Passwords & Accounts* at the top). Tap *Safari* at the bottom of this group. Scroll down again and tap “Clear History and Website Data”.

Impressum

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