

PRESS RELEASE

Lighting Innovations: jetlite Presents the Next Level for PaxEx at APEX Expo

(Los Angeles, 4th of Sept 2019) **jetlite, headquartered in Hamburg, Germany, will present its lighting innovations at the APEX Expo in Los Angeles this year, exhibiting at booth 1562.**

jetlite's solutions are based on the principles of Human Centric Lighting, bringing passenger well-being to new heights. Taking a step beyond mood lighting, jetlite's lighting solutions are designed to mitigate the effects of jet lag for all booking classes, while being cost-efficient and easily retrofittable for operators.

The Revolution of Aircraft Cabin Design: lite2fix

As a highlight at this year's APEX Expo, jetlite exhibits the **lite2fix** mock-up at booth 1562 together with industry partner SFS Aircraft Components.

lite2fix (www.lite2fix.com) is a revolutionary interface-reduced fastening cover that digitizes the cabin from manufacturer to passenger. Due to latest LED technology, lite2fix does not only allow for the integration of jetlite's Human Centric Lighting, but also for further innovative forms of using light in the cabin – for example as part of the airline branding, or to display information such as (de)boarding assistance, seat reservations or filling of luggage racks.

Joining Forces with Inflight VR

Inflight VR and jetlite, two companies that both are alumni of the acceleration program Airbus BizLab, will share a booth at the Expo. With jetlite tackling the jet lag problem and Inflight VR providing innovative Virtual Reality Inflight Entertainment, the two companies aim to revolutionize air travel passenger experience together. At the show, they will display how jetlite's lighting software can be merged with Virtual Reality applications.

jetlite in Business Jets with Aircraft Lighting International (A.L.I.)

Aircraft Lighting International and jetlite have partnered up to develop a passenger app that allows for individual customization of lighting in business jets. The demonstrator, on display at APEX EXPO, includes jetlite's software to reduce jet lag and improve well-being of business jet flyers. Aircraft Lighting International (A.L.I.) is renowned for the most energy-efficient aircraft lighting systems, while also offering fully interchangeable LED lamps that eliminate major hurdles of the integration process.

Innovations Along the Passenger Journey

jetlite is constantly innovating further new products that improve passenger experience along the whole passenger journey, in cooperation with leading industry partners. A recently announced partnership with RECARO will bring jetlite's Human Centric Lighting to the seat in Business Class in order to enable greater personalization for the passenger. In a cooperation with Silver Atena, jetlite develops the jetlite controller - a stand-alone hardware device that steers the cabin lighting automatically.

Meet us at the show to find out more!

We look forward to discussing our latest innovations and the impact of lighting for passenger experience, at the APEX Expo in Los Angeles with you! To schedule a meeting with product demonstration, DM Iwana Johannsen anytime at iwana.johannsen@jetlite.de.

About jetlite:

jetlite is a young German company headquartered at Hamburg's ZAL Center of Applied Aeronautical Research. jetlite provides holistic and scientifically-proven solutions to reduce jet lag and increase overall passenger well-being, focusing on Human Centric Lighting. The jetlite lighting scenarios are already flying on Lufthansa's A350 fleet after successful proof of concept. The company is winner of the German Innovation Award 2018 and 1st season alumnus of Airbus BizLab.

Media Contact:

Iwana Johannsen
jetlite, Business Development Manager

c/o ZAL TechCenter, Hein-Sass-Weg 22, 21129 Hamburg, GER

iwana.johannsen@jetlite.de
www.jetlite.de | twitter.com/jetlite_de