



The *JETLINER CABINS: Evolution & Innovation*

E-Book APP is here!

Ten years after the publication of the first edition of *Jetliner Cabins*, which celebrated the 100th anniversary of the Wright Brothers' first powered, sustained and controlled flight, author Jennifer Coumts Clay has launched her pioneering book as an APP for Android and iOS devices.

New York, NY. 17 April 2014, – Now available at the Apple App Store and Google Play, the *Jetliner Cabins: Evolution & Innovation* E-Book APP is a unique digital re-invention of Jennifer Coumts Clay's classic book *Jetliner Cabins*, which is a must-have reference for industry professionals and aviation enthusiasts alike.

With 16 Chapters and four major sections covering: **Product Branding, Passenger Experience, Cabin Maintenance and Marketing Challenge**, the new-style *Jetliner Cabins: Evolution & Innovation* E-Book APP features a sleek and modern design, extensive additional content, updated original material, links to 400+ organizations mentioned throughout the text, 4000+ all-colour pictures (ranging from vintage to state-of-the-art) and much more.

Jetliner Cabins, originally published in Hardback in 2003, and again in Paperback in 2006, identified trend-setting airlines and suppliers while tracking and illustrating the progression of interior design treatments (from carpets to bulkheads and everything in between) during the course of modern commercial aviation history. In 2014, *Jetliner Cabins* is still the *only* book of its kind, carefully detailing the fundamentals of aircraft interiors and related programmes.

Air Transport World has called *Jetliner Cabins* 'The first and only comprehensive survey of commercial aircraft design from the '70s to the new Millennium.'

***Jetliner Cabins: Evolution & Innovation* E-Book APP -- features at a glance:**

- Sleek design and intuitive navigation for tablets and smartphones
- Hyperlinks for direct access to the websites of 400+ organizations mentioned in the work
- Click-points to visit a sequence of new Picture Galleries: 4000+ all-colour images including First, Business and Economy Class, Airline Timetables & Configurations, Amenity Kits, Bag Tags, Cabin Lighting, Menu Cards and many more

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- Embedded search function, a full Index, a hyperlinked Contents page, a Bibliography and quick-click cross-references
- Overall text coverage significantly increased across the core 16 Chapters, plus supplemental content hosted at the new www.jetlinercabins.com
- A Chapter on game-changing 'green' innovations that are shaping the cabins of tomorrow
- Jennifer's Concorde presentation has been expanded, and there are new Case Studies analyzing vintage cabin programmes implemented by Braniff and Pan Am
- There are Comments from 50+ Specialists, Guest Essays and views of accommodations featured on the latest new-generation aircraft including: Airbus A350 and A380, Boeing B787 Dreamliner, Bombardier CSeries and Embraer E-Jets

On the release of the E-Book APP, Jennifer commented: 'I am delighted to see the E-Book development of *Jetliner Cabins: Evolution & Innovation*. There are about 3 billion passengers per year flying on the scheduled airlines world-wide, and aircraft-cabin accommodations can range from luxurious private suites and lounges to closely-packed commodity-style seat rows. From the reviews of the two earlier Editions, it was clear that the material was of interest not just to aviation enthusiasts but also to a much wider readership. Thanks to advances in digital publishing, we can now navigate the content according to personal preference. I hope that Readers will enjoy visiting the hundreds of aircraft-interior scenarios that are portrayed in this new Edition.'

The *JETLINER CABINS: Evolution & Innovation* E-Book APP is now available at the [Apple App Store](#) and [Google Play](#).

Visit www.jetlinercabins.com for details.

'In a world where jet travel has become so much more a commodity than an experience, this serves as a reminder of the way things used to be, as well as what they still can be. For anyone interested in airline engineering, design, branding, from lighting choices to even the color of airline seats, this is a definite upgrade.'

—[Peter Greenberg](#), Travel Editor, *CBS News*



About the Author:

*Jennifer Coutts Clay is a consultant providing technical advice and marketing support to a broad range of aviation industry companies. She is the author of *Jetliner Cabins*, 'the first and only comprehensive survey of commercial aircraft design from the '70s to the new Millennium.' Her career spans more than 30 years, including senior appointments at British Airways and Pan American World Airways. As a consultant, Jennifer worked with short- and long-haul airlines. She was a certified consultant to the Port Authority of New York & New Jersey. Based in New York City, Jennifer is a member of The Wings Club (Golden Eagle Status), The Chartered Institute of Logistics & Transportation, The Institute of Directors, and the MRO Americas Advisory Board.*

❖ Early review highlights of this E-Book APP will be featured at www.jetlinercabins.com

Submit your review to:

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