

Packaging | **FMCG, Pack and Graphics**
Soaps to Perfume



Product | **Telecoms**

LG and Nokia including the original 'Orange' mobile phone – Nokia 2100



Product

Consumer Electronics

LG, Samsung, Dualit, Sharp, Saitek



Product | **Household Appliances & Personal Goods**

Tefal, Aqualisa, Calor, Baby G, Mercury



Product | Emerging Technologies
E-ink and Electrowetting



Product | **Healthcare**
Huntleigh and Stannah

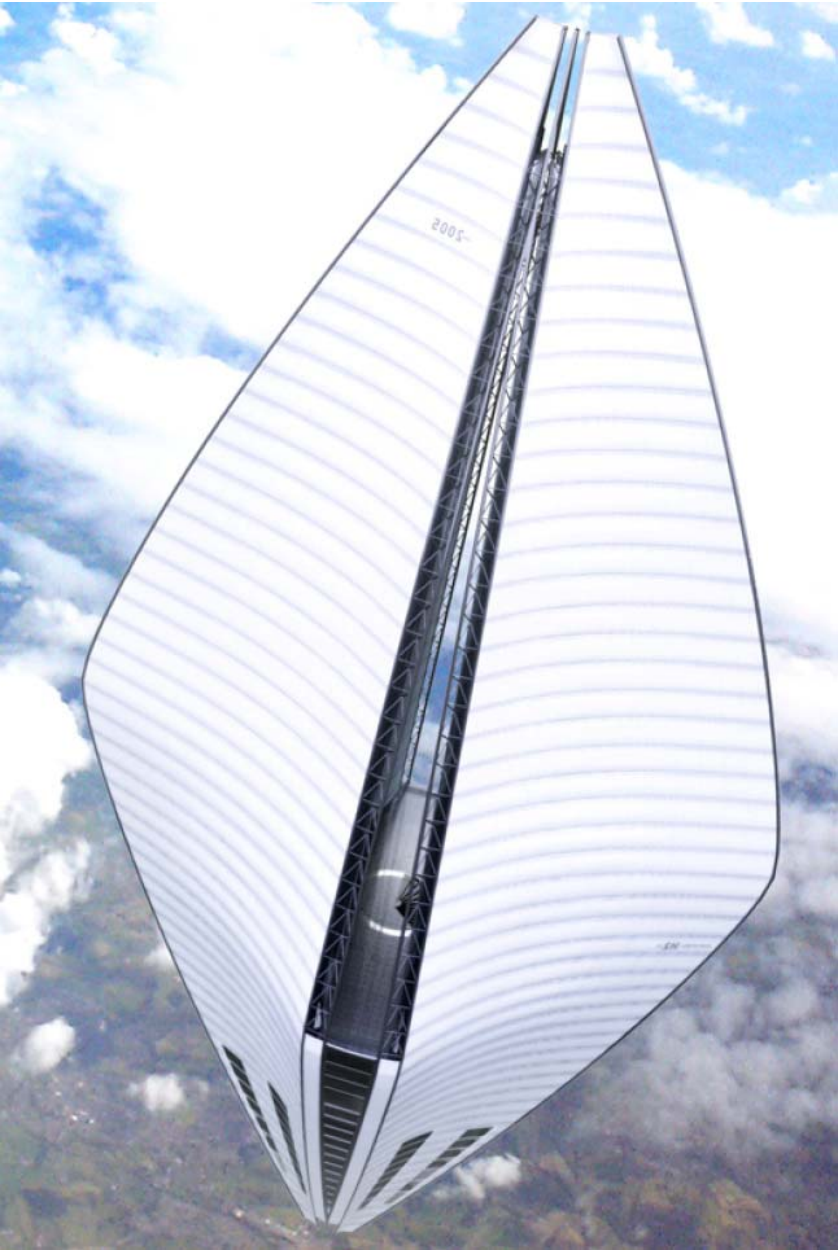


Product | **Durex Vibrators**
Changing peoples perceptions



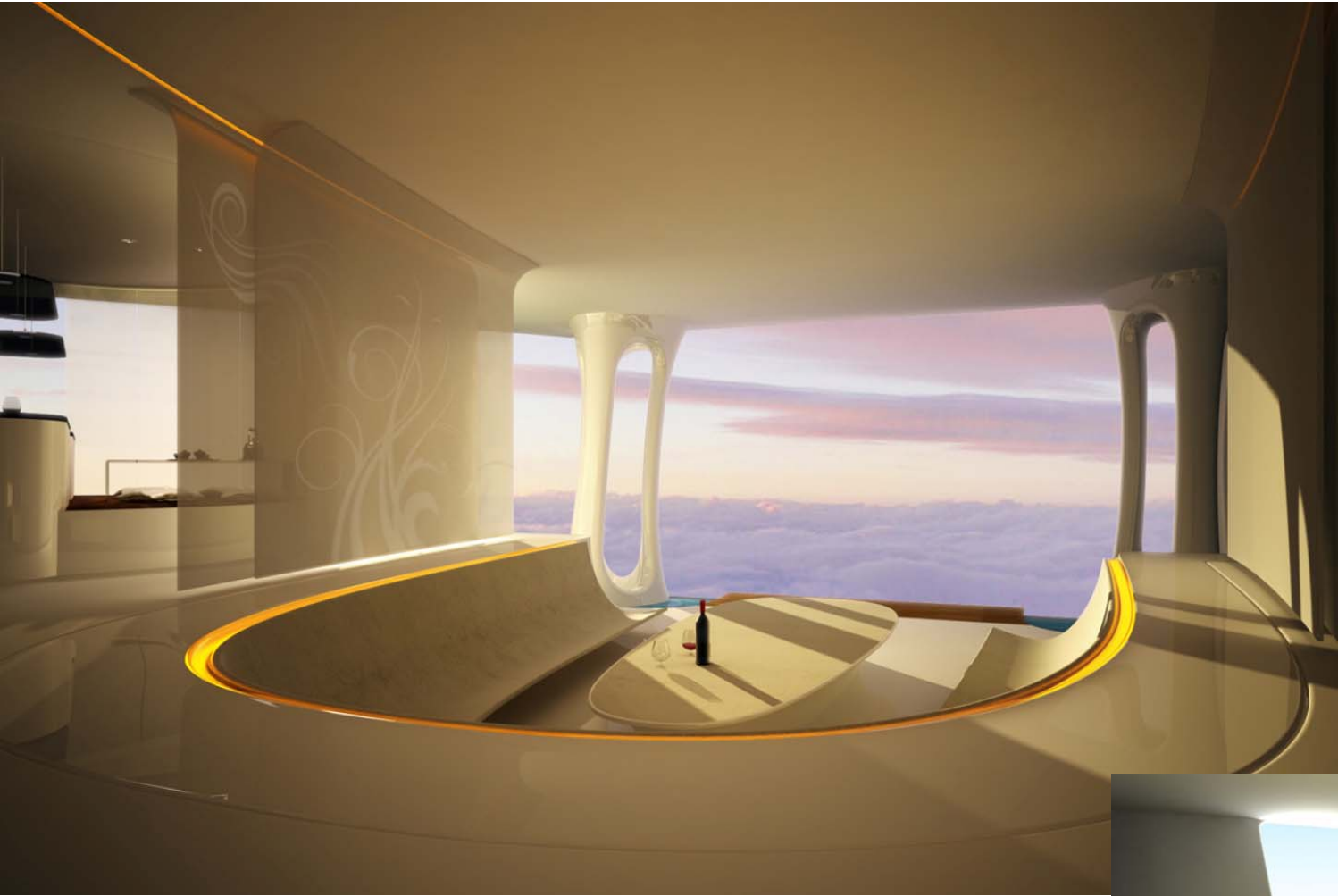
Transportation

Aircruise 2008
Future Premium Living



Transportation

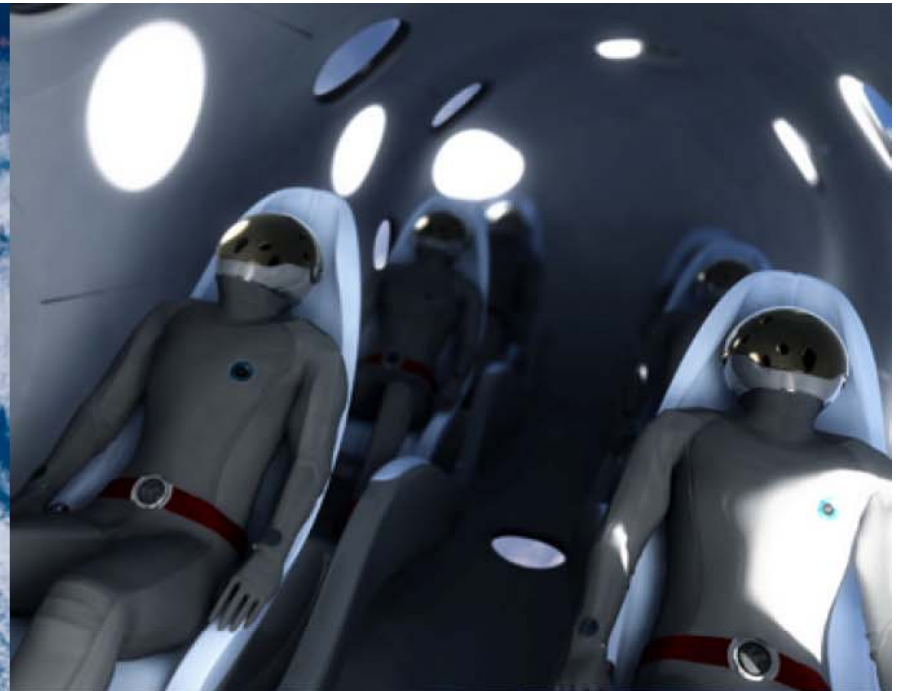
Aircruise 2008
Future Premium Living



Transportation

Virgin Galactic 2006

Spaceship Enterprise Interior and Animation



Transportation

Intelligent Energy 2005

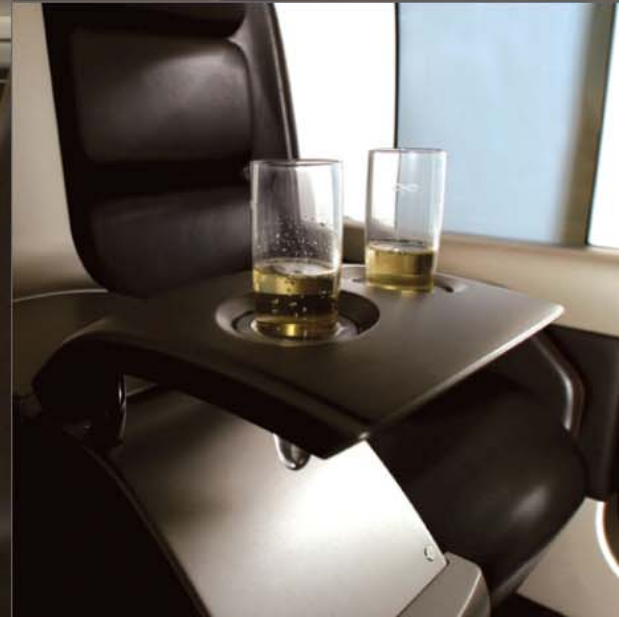
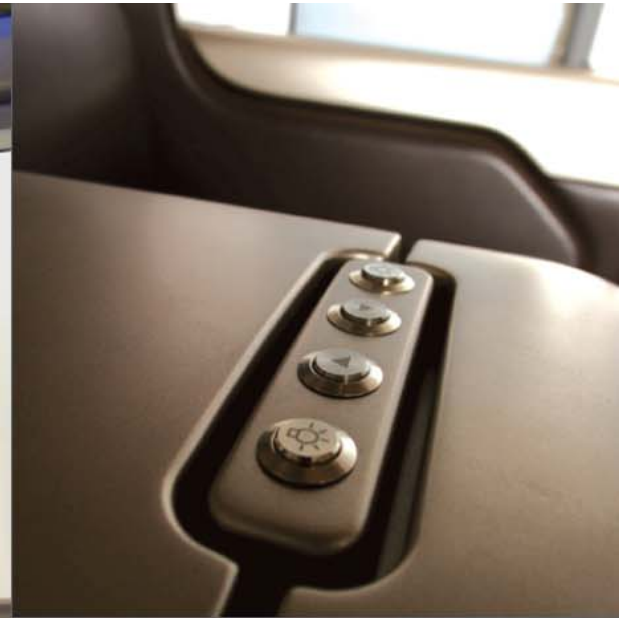
Hydrogen Fuel Cell Motorbike – concept to prototype



Transportation

Bell Helicopter 2006

427 & 429 Interior – concept to production



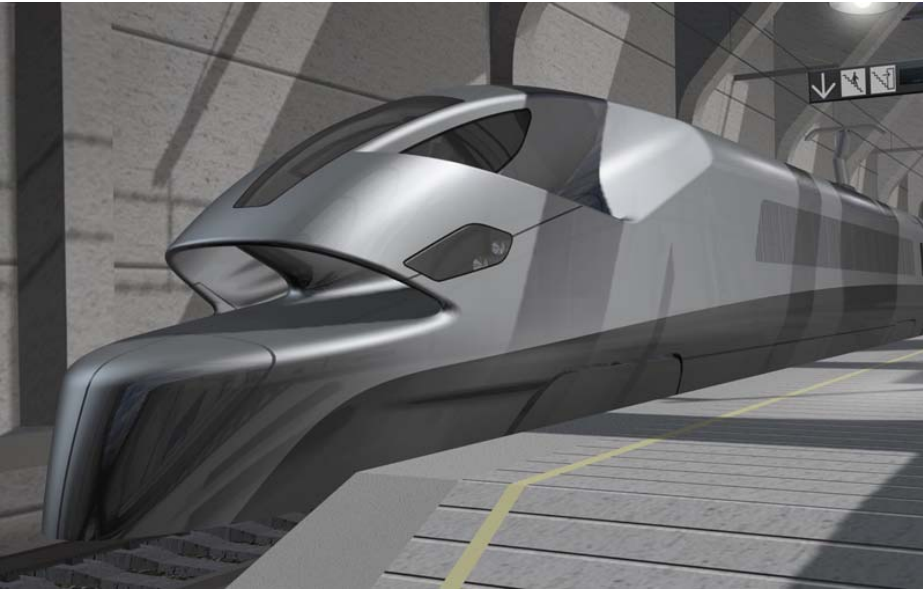
Transportation

Automotive

Ford / Jaguar / Renault



Transportation | HST 'Next Gen' Concepts



Transportation

Midland Mainline Class 222 Meridian 2001

Bombardier – Concept to Production



Project AJ | A flexible, business class, seating solution that offers passengers more choice.



Passenger numbers on some of the UK's busiest rail routes could double in the next decade.

National Rail Trends report 2009

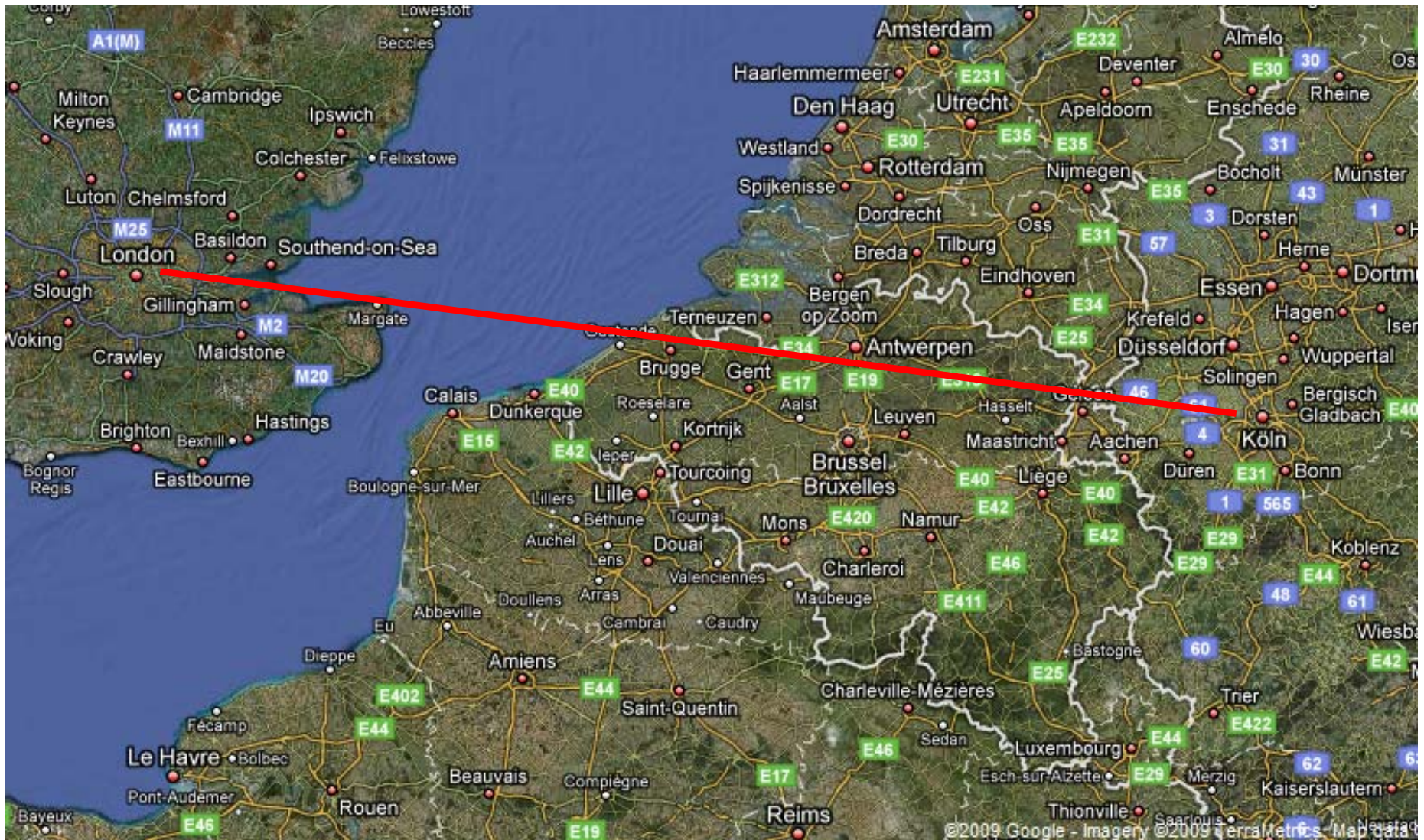
Project AJ | **Premium travel**
Singapore Airlines Suites - € 7400



Business class accounts for roughly 10 % of seats but historically it has brought in 30% of an airline's revenue.

IATA.

Project AJ | London to Köln return?



Project AJ | **Passengers in Search of Value**
London to Köln return



	Air	Rail
Economy	€89 (Easy Jet)	€326 (Standard class)
Premium	€367 (Lufthansa)	€811 (Business class)
% rise on class	412%	248%

Project AJ | **Differentiation between classes**



Standard Class

€326

Knee space – 859mm
Seat Width – 465mm

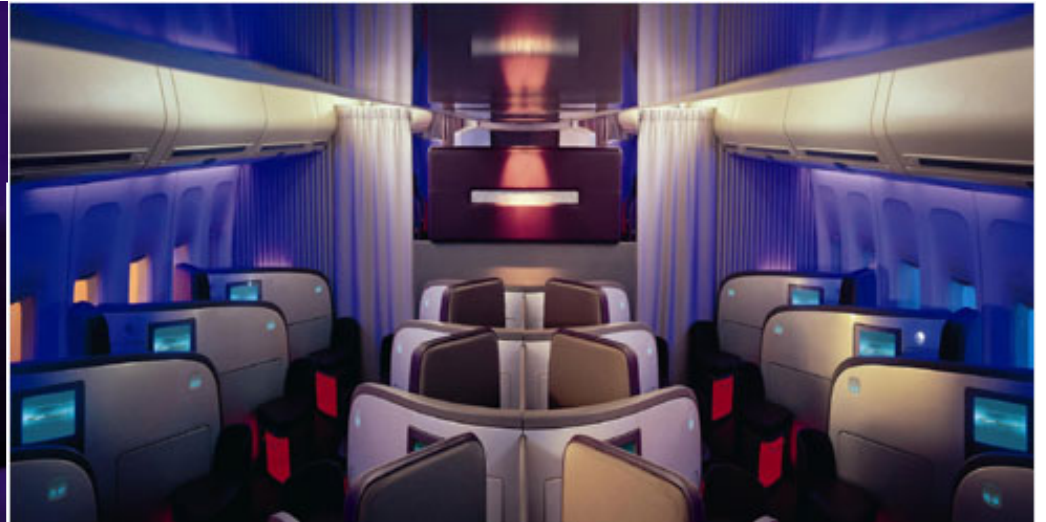


Business Class

€811

Knee space – 889mm
Seat Width – 500mm

Project AJ | **Premium travel**
Virgin Atlantic - Protecting the layout



Project AJ | **Stuck in the 50's**
Layout unchanged for 60 years.



Project AJ | **Pullman Philosophy**
Public in search of Luxury



Project AJ | **Pullman Philosophy**
Home Furnishings



Project AJ | **Flexible Seats**
Reversible and Rotatable



Walkover Seat
American railroad - 1880 - 1930



Karpén & Brothers
American Railroad - 1937



Grammer ICE3000
120,000 seats in service around
the world

Project AJ | **New Business Class Seating Solution**



Project AJ | **The Utility Pillar**



Project AJ | **Personal Storage Suites**



Project AJ | **Personal Storage Suites**



Project AJ | **The Champagne Suites**



Project AJ | **Mini Bar Suites**



Project AJ | Multimedia Suites



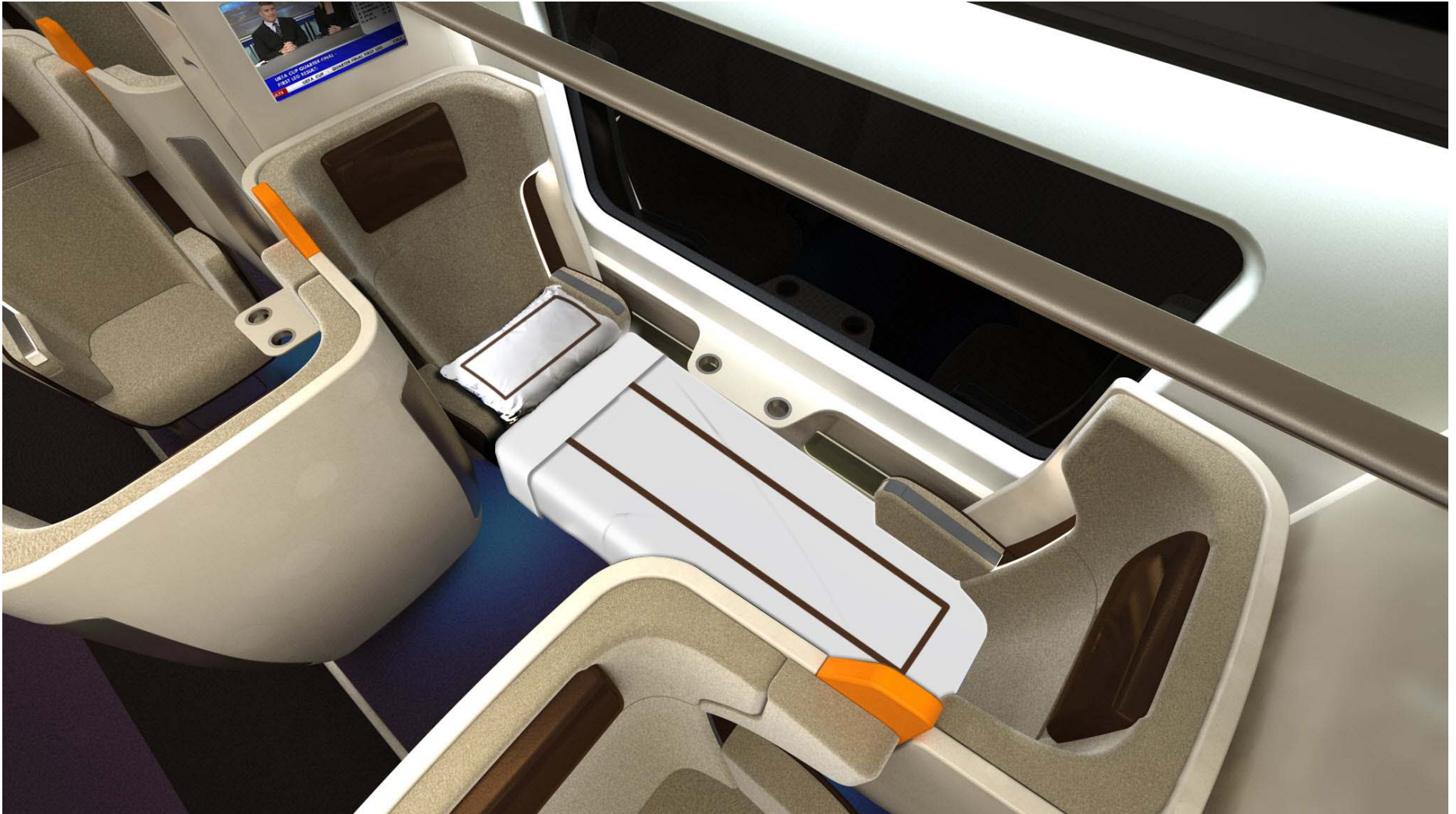
Project AJ | Multimedia Suites



Project AJ | **Night Train**



Project AJ | Sleeper Suites



Project AJ | **New Business Class Seating Solution**

