

Version 1 was shortlisted for a Crystal Cabin Award in 2022



# PARADYM™

Ancillary revenue-driven,  
flexible premium economy  
concept for ultra long haul

**LIFT**®  
AERO DESIGN

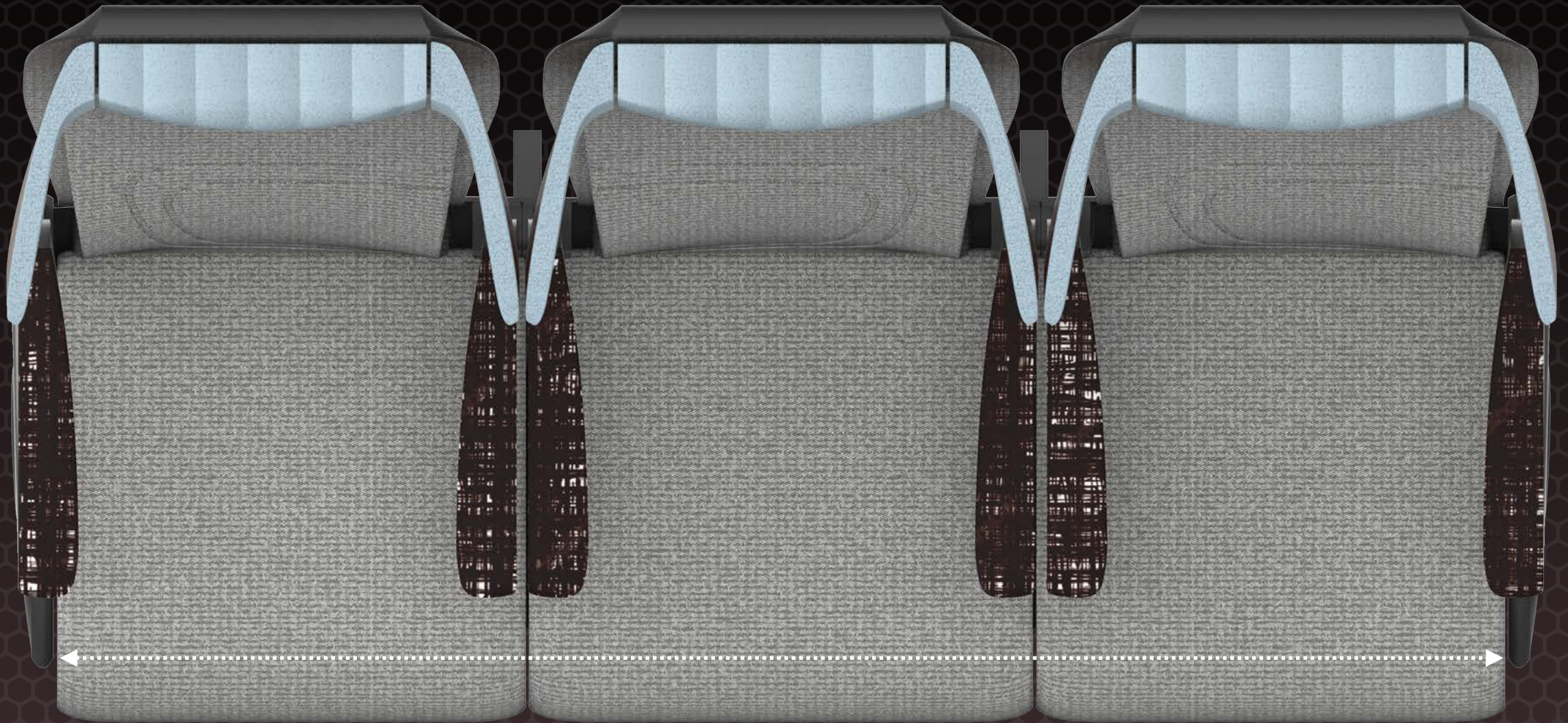
Unique selling proposition:  
versatile long haul  
premium economy  
hardware that creates new  
comfort options for  
travelers and new revenue  
possibilities for airlines.

**PARADYM 2.0 is a new approach to the space between J and Y.**

In the ultra long haul age, 15-19 hours nonstop is the new normal in many markets (East Asia to Europe, Australia to Europe and North America, North America to SE Asia, etc.). Ultra long haul travelers are demanding more and better options to justify the cost of the ticket. And traditional premium economy seats do not give airlines sufficient flexibility to optimize revenue opportunities, due to seasonality, day of week, daytime flight/overnight, etc, especially with less business travel since Covid. They need a new solution that delivers more options with more revenue all year.

In the post-Covid environment, where demand can fluctuate wildly and quick reaction to market changes is critically important, PARADYM 2.0 would deliver flexibility that translates into higher yields and loyalty.

Because the ultimate solution for volatility is versatility



Nearly the width of a quad

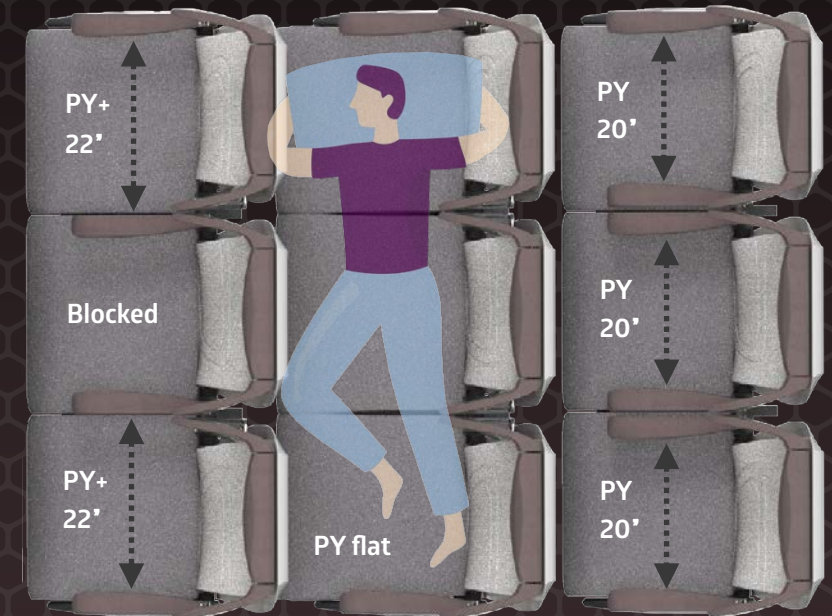
# World's first Premium Economy triple that could be sold as a bed



Each seat is 20 inches wide between armrests. Two armrests between passengers enhance comfort and perception of hygiene, ie "every surface is mine." They would fold up, which is a key differentiator from current premium economy seats.

The operator could sell all seats as premium economy, premium economy plus, or as flat beds, depending on demand until departure.

A long-haul LCC or leisure airline could sell a full-flat product without investing in traditional business class seats, which can be unprofitable depending on route, flight direction, day of week, seasonality, etc.



Any row could be sold as different products

Rendering: 8-abreast on A350NPS, A380 or 777



**Sold as PY,  
PY+ or PY flat**

**Sold as PY,  
PY+ or PY flat**

On A350NPS, A380 and 777, PARADYM could be wide triples and wide doubles in 3-3-2 (above). Or wide triples could replace center quads (below). It is also feasible on A330/787 and A321LR/737MAX (3-2 configuration).

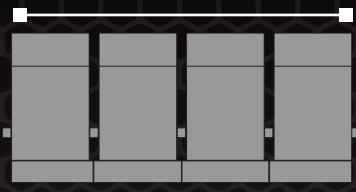
**Sold as PY**



# Extra width + two fold-up armrests = potential for higher yield on every segment

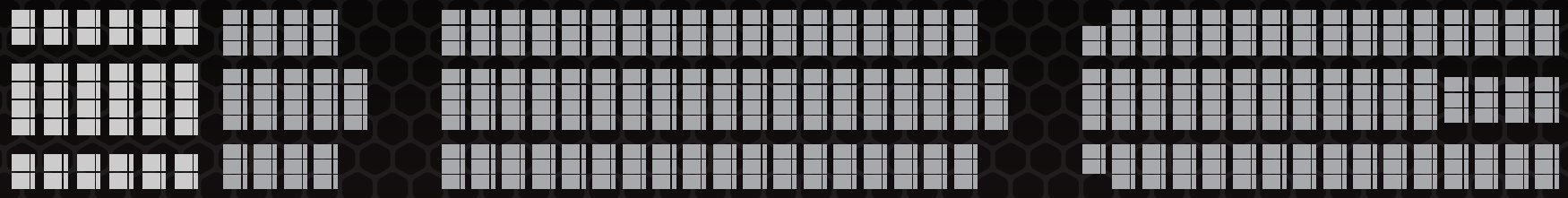


Existing densified quad:  
approx. 74 inches/188cm

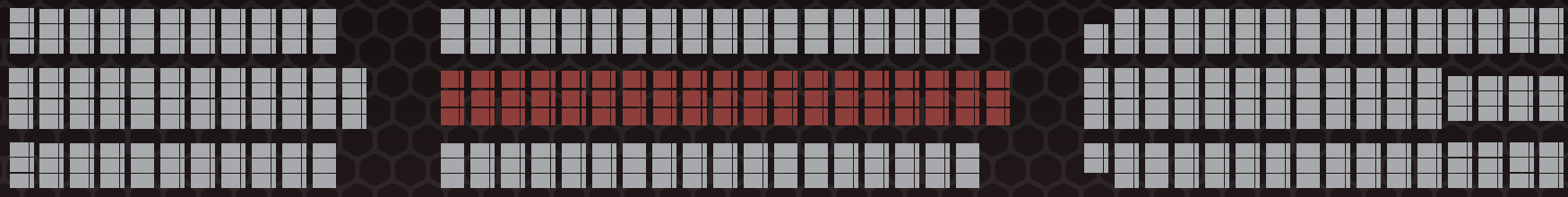


Wide triple:  
Approx. 70 inches/178cm.  
Approx. 6 feet/185cm with  
bottom cushion extension  
raised and bed measured  
diagonally.

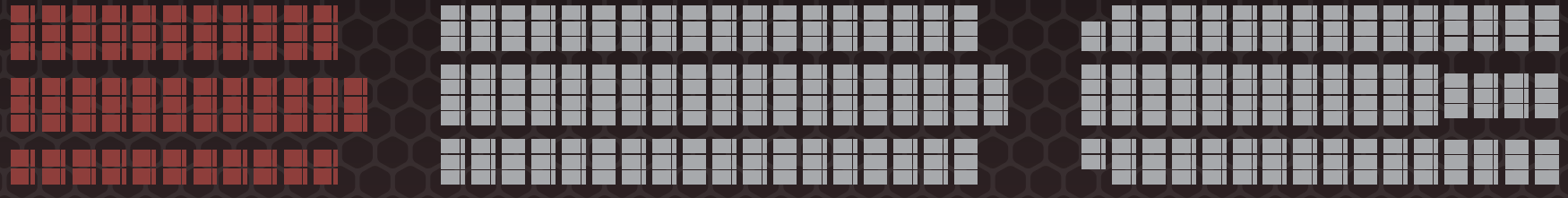
For comparison: 430 seats, 48 premium economy, 382 economy



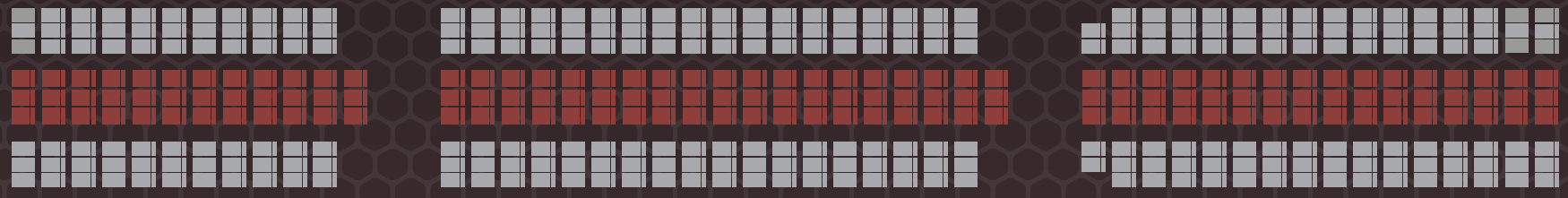
433 seats, with 19 PARADYM wide triples. No dedicated premium economy zone means no extra partition



429 seats, with 23 PARADYM wide triples and 11 wide doubles (rendering on page 3)



409 seats, with 47 PARADYM triples, 44 of which could be sold as "premium economy flat" or "economy flat"



**The problems we are solving:** Airlines can benefit financially from a single seat model to sell different experiences. LCCs/hybrids could sell a premium economy or full-flat experience to more customers at lower cost than investing in traditional business class seat hardware.

**Development status:** PARADYM is a configuration concept and is not yet flying. LIFT unveiled version 1.0 in April 2021 and version 2.0 in September 2022. We are discussing collaboration with a few seat vendors. PARADYM could be manufactured, certified and installed based on modifying a seat vendor's existing economy class seat.

Learn more: [www.lift.aero/paradym.html](http://www.lift.aero/paradym.html)

# PARADYM™



## Nonstop aviation design since 2009

LIFT Aero Design specializes in cabin design, brand design and consulting. We're madly passionate about helping our clients achieve their business goals and leveraging the power of design to inspire more people to travel. LIFT has offices in Tokyo and Singapore.

## Our clients include

AF-KLM, Air Seychelles, Bamboo Airways, Cebu Pacific, China Airlines, Gate Group, HK Express, Gate Group, Oasis Hongkong Airlines, LAN/LATAM, Orbis International, Philippine Airlines, Skymark Airlines, TRACY, U-Fly Alliance

**LIFT®**  
**AERO DESIGN**

[www.lift.aero](http://www.lift.aero)