



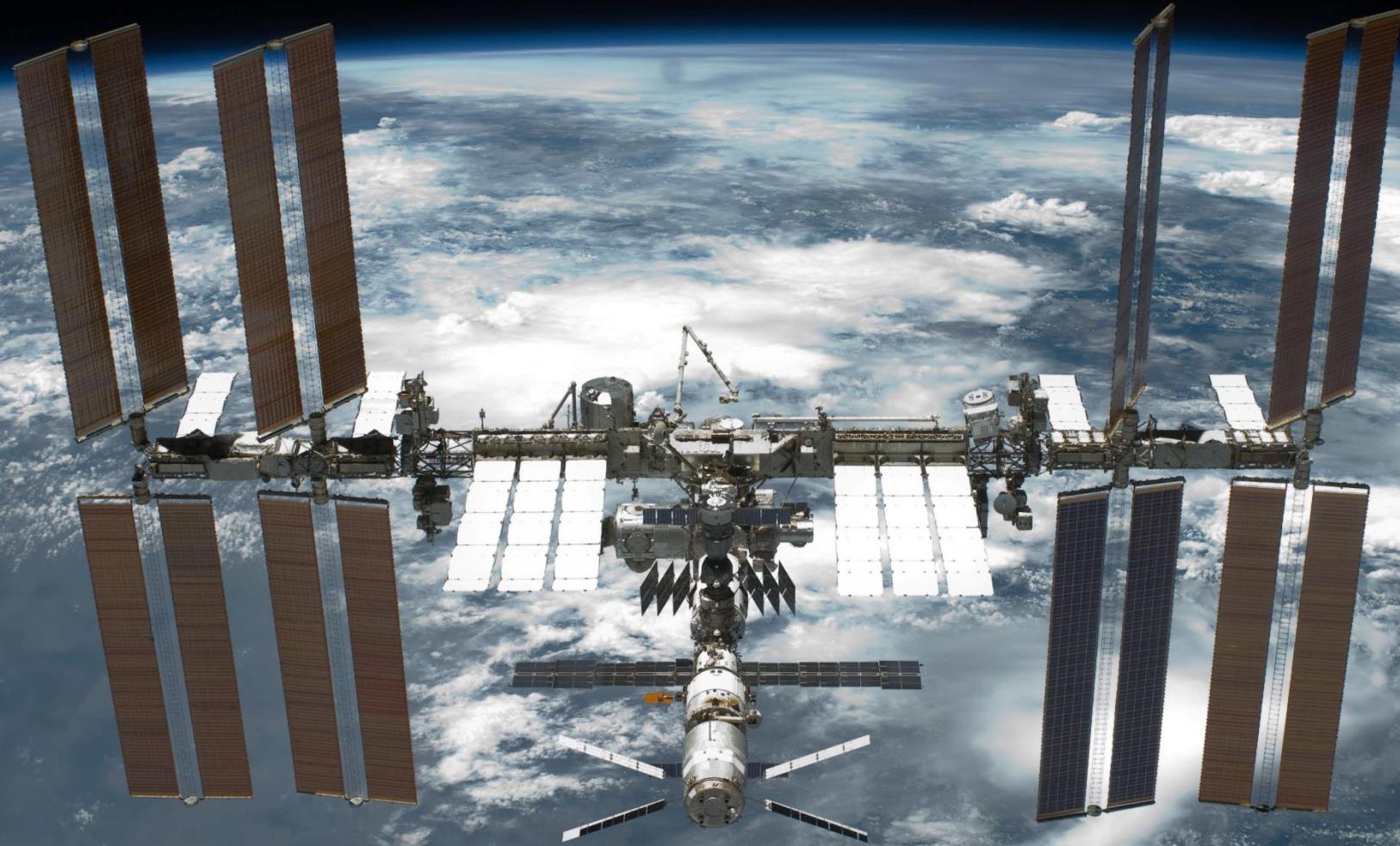
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**Boeing Commercial Airplanes**  
**UNOOSA Conference on Human Space Technology**

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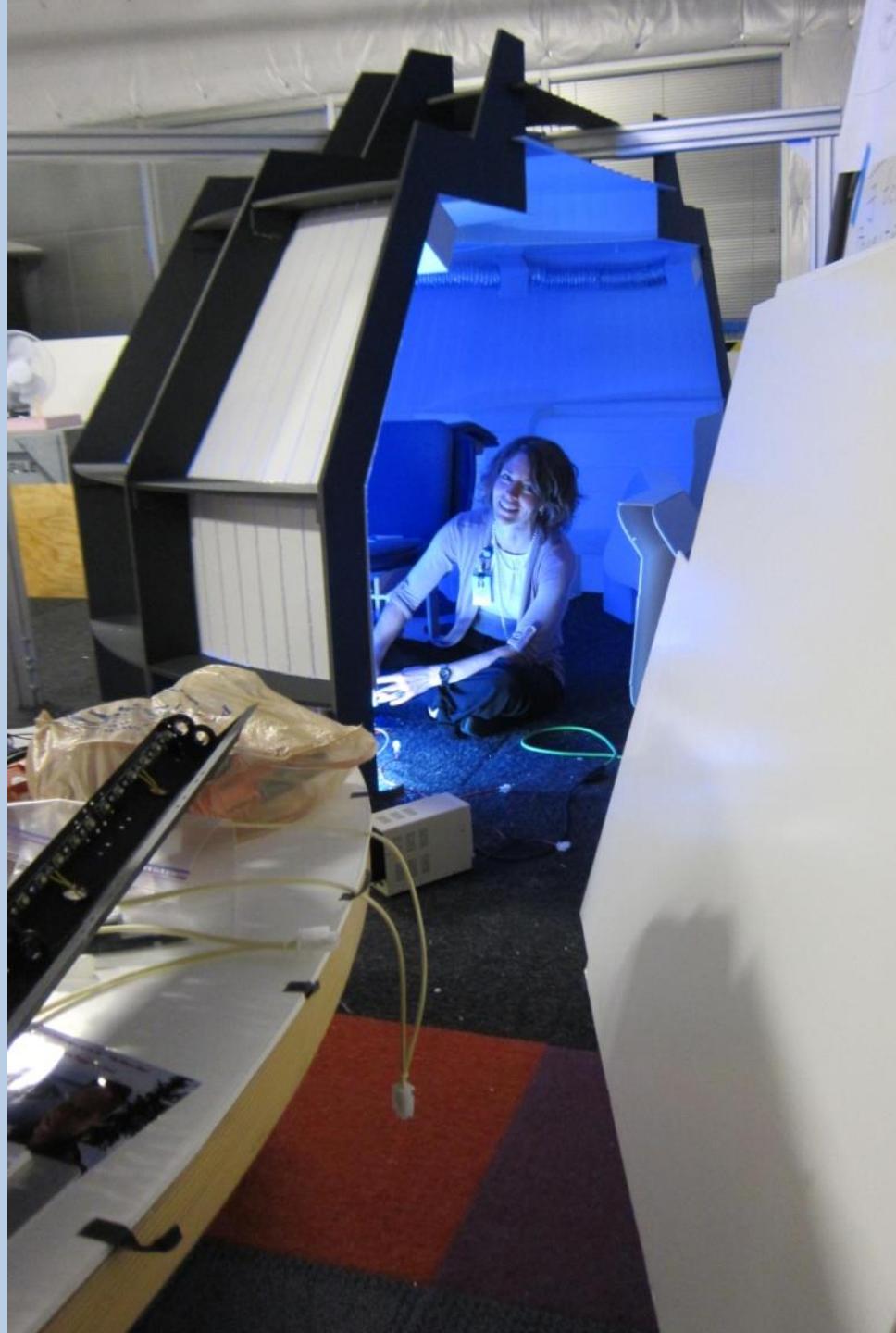




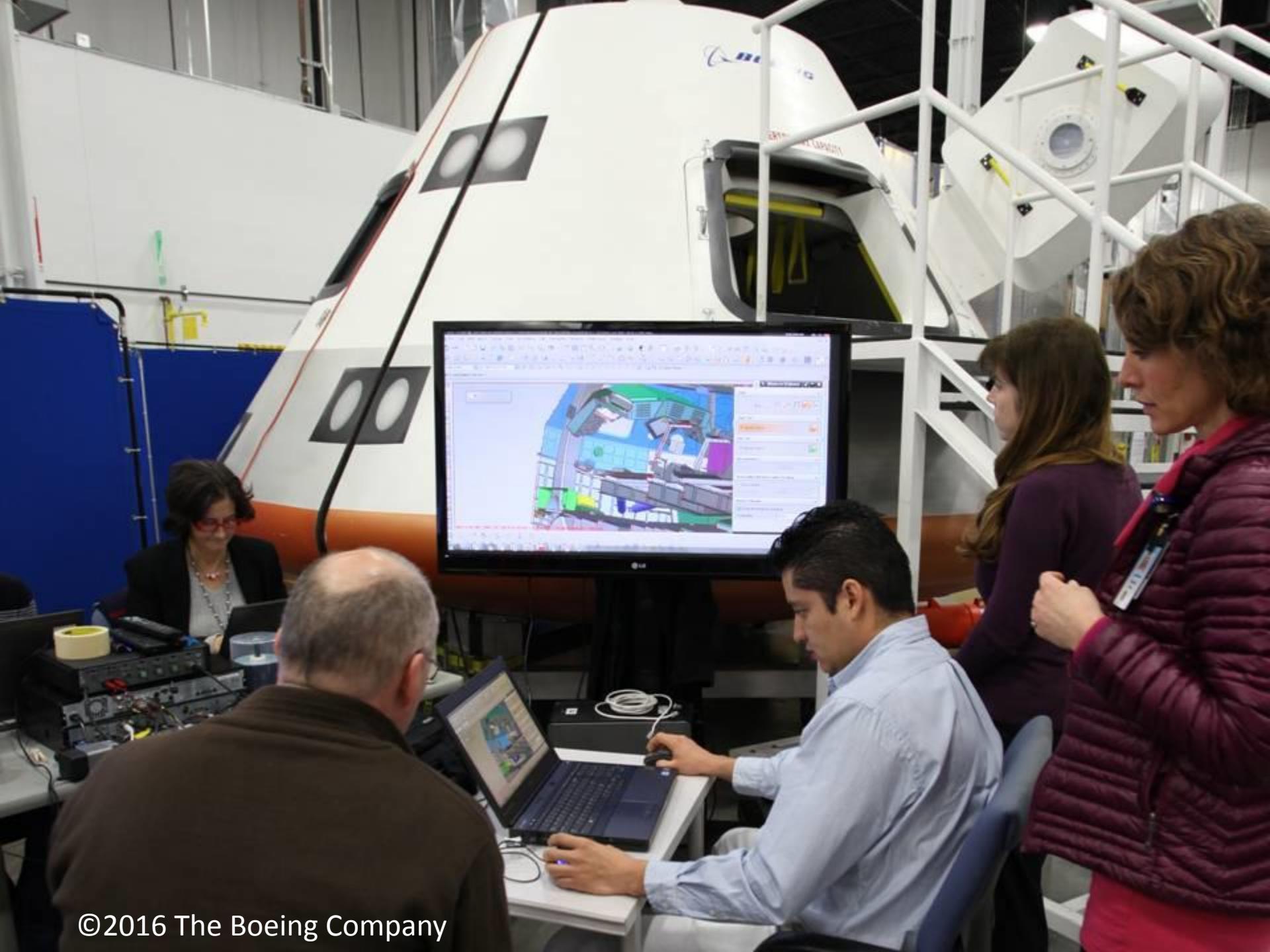




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# **REVENUE GENERATION**

## **PASSENGER EXPERIENCE**

## **BRANDING**

A photograph showing the interior of an airplane cabin from a perspective looking down the aisle. Rows of white and blue upholstered seats are visible on both sides. The cabin has a modern design with overhead luggage bins. A flight attendant in a dark uniform is visible in the background near the exit. The overall atmosphere is clean and spacious.

**REVENUE-GENERATING**



# CREW AREA



# SURFACE AREA

A chef wearing a white cap with a blue logo and glasses, dressed in a blue chef's coat over a white t-shirt, stands behind a stainless steel counter. He is looking directly at the camera with a neutral expression. On the counter in front of him are several small pizzas or tartlets with various toppings like olives and cheese. The background shows a kitchen environment with pipes and equipment.

**MODULARITY**

The background image depicts a grand, ornate hall, likely a ballroom or a formal event space. The room is filled with multiple large, multi-tiered chandeliers hanging from the ceiling, all of which are illuminated. The walls are richly decorated with gold-colored moldings and panels. A large, dark grand piano sits in the center of the room. In the background, there is a large, arched mural depicting classical figures, possibly nymphs or muses, in a pastoral setting. The floor is made of polished wood and reflects the light from the chandeliers.

**CUSTOMIZATION**

**REVENUE  
GENERATION**

**PASSENGER  
EXPERIENCE**

**BRANDING**

A photograph showing several people in an airport baggage claim area. In the foreground, a man in a striped shirt and glasses looks upwards towards an overhead luggage bin. To his left, another man in a white t-shirt is also looking up. A woman in a green shirt with the number '3' on it is partially visible behind them. The scene is lit with warm, artificial light typical of an indoor airport setting.

WHERE'S MY STUFF?

The background image shows the interior of an airplane cabin. Rows of white seats are visible, each equipped with a small screen and control panel. Overhead bins are closed, and the ceiling features a grid of recessed lights. The perspective is looking down the aisle towards the front of the plane.

# CONNECTIVITY



# THE GROUP EXPERIENCE

A photograph of a woman with blonde hair, wearing a white polo shirt with "ISS SP 36" printed on it, floating in the International Space Station. She is looking out of a large circular window at the Earth below, which shows continents and clouds. The interior of the space station is visible in the foreground and background, with various equipment and cables.

# THE PRIVATE EXPERIENCE



A PRIVATE EXPERIENCE

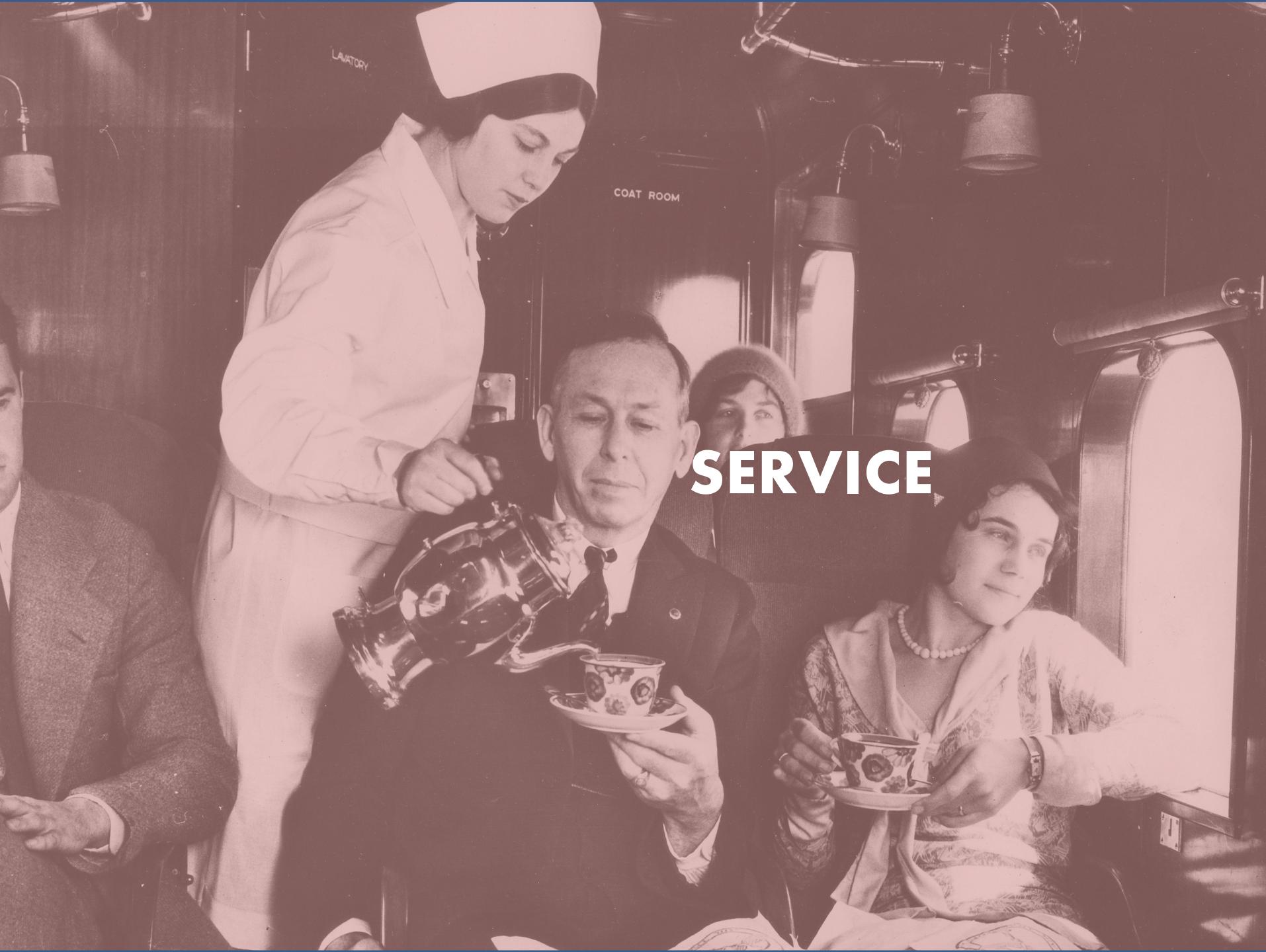


# DOOR TO DOOR

**REVENUE  
GENERATION**

**PASSENGER  
EXPERIENCE**

**BRANDING**



SERVICE



The image captures the interior of the Sagrada Família cathedral in Barcelona, Spain. The perspective is looking upwards towards the ceiling, which is a masterpiece of Antoni Gaudí's organic architecture. The ceiling is covered in a complex pattern of light-colored, ribbed vaults that resemble the branches and leaves of a tree. Interspersed among these vaults are numerous small, circular stained-glass windows, each featuring a different design. The overall effect is one of a dense, sunburst-like pattern that radiates from the center. In the foreground, the sharp, pointed columns of the cathedral's structure are visible, creating a sense of depth and height. The lighting is warm and golden, highlighting the intricate details of the stonework and the play of light through the glass.

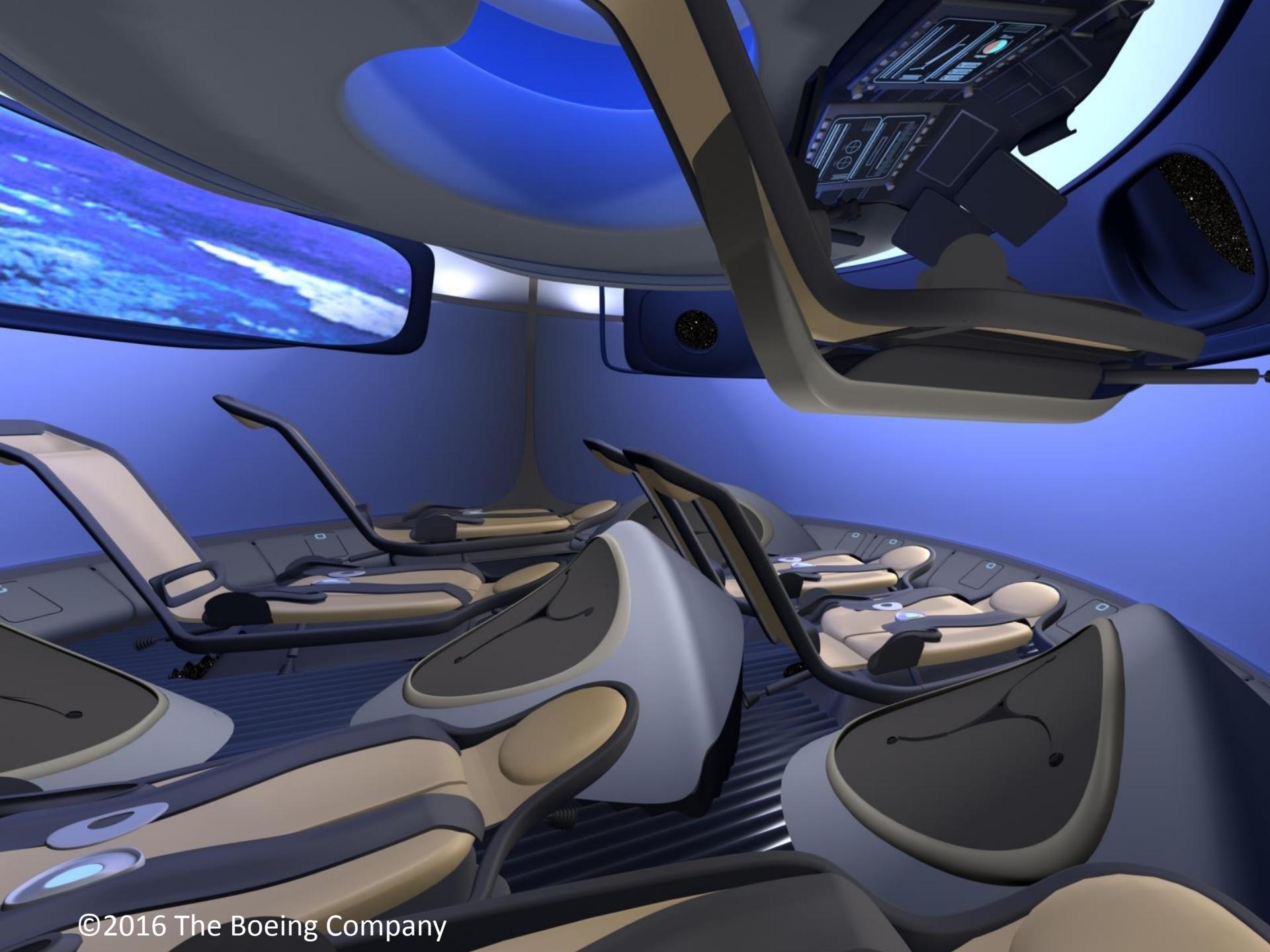
THE WOW FACTOR

A photograph showing the interior of an airplane cabin from the perspective of a passenger seat. The aisle runs down the center, flanked by rows of dark grey or black seats. Each seat features a small screen displaying a video of an airplane in flight. Overhead, there are multiple rows of luggage bins, some open and some closed, all set against a light-colored ceiling.

# CULTURAL BRANDING

The background image shows the interior of an airplane cabin. The seats are arranged in a 3x4 grid. Each seat is white with blue piping along the edges and a blue headrest cover. The overhead bins are white and recessed into the ceiling. The ceiling itself is white with some lighting fixtures and a small circular vent. The windows on the left side show a dark sky outside.

# BRAND **CONSISTENCY**



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# Slate

## Boeing unveils the future of manned spaceflight: It's modern... and very blue

### Boeing's Impressive Futuristic CST-100 Space Capsule

Mashable

### Boeing Unveils Cabin Design for Commercial Spaceliner

Boeing shares ambitious dream of new commercial spacecraft (and it looks uber cool)



[图]波音展示CST-100航天器内景 未来将空飞行 Boeing est déjà prêt pour l'espace avec son luxueux vaisseau CST-100



Bloomberg Businessweek  
News From Bloomberg

FAST COMPANY

"بوينغ" تكشف عن تصورها لـCST-100 لنقل رواد الفضاء

BUSINESS  
INSIDER  
INDIA

Boeing, yeni uzay kapsülü CST-100'ün iç dizayn görsellerini yayınladı

Design & Trend

Wnętrze kapsuły Boeing CST-100





**theraldmt** · 15 hours ago

Boeing definitely wins the 'Coolest Interior' award.



**GENIUS** 5 days

I'm driving.

[Reply](#)



**Stephen** 5 days ago

I want a ride! No, I want one ... now!



**USA #1** 5 days ago

Way to go!!

[Reply](#)

8 1

**Joshua** 4 days ago

I'm only 29 but I'm adding one of these trips to my bucket list right now. Hopefully I will be able to experience a trip into space at some point during my lifetime.

**mikey1972**, Bristol, United Kingdom, 3 days ago

Damn born too blinking early, will miss all the exciting things to come with space travel, beam me up Scotty!



**Aaron** 4 days ago

CoOL....very cool.

[Reply](#)

**Thomas Schwenk**, Bad Dürkheim, Germany, 2 days ago

cool more of that please :-)



**Jeff Smith** · 16 hours ago

Looks like the bridge of the Enterprise. Nice! At least this generation of spaceships will LOOK cool.

I mean, the CST-100 capsule on the outside looks small and cramped but the inside pictures looks like there is a whole lot of room, so how did you guys do it ?



# QUESTIONS?

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