

# CERTIFIED NEWS

Intelligence for Independent Aircraft Modifiers



IAMA CERTIFIED NEWS – MARCH 2023

## What's in it?

- ⇒ Chairman's Message: Positivity Firing on All Cylinders
- ⇒ Accessing Aircraft Manufacturer Engineering Data IAMA Position Paper: A Collaborative Approach
- ⇒ Minor Modifications: The Standard Working Group's Path Forward
- ⇒ Air4All: Focused on transforming wheelchair users' travel experiences worldwide



## CHAIRMAN'S MESSAGE: POSITIVITY FIRING ON ALL CYLINDERS

Since November, work at IAMA has continued apace, with much progress and some changes. One significant change is that I am stepping down after three years as executive board chairman. I want to thank Nina, her team and all the working group members for your diligence, hard work and support. I have truly enjoyed the past three years, but I am thrilled to announce that Frans van de Pol from Fokker Services will be my successor. His experience is just what the alliance needs, and I wish him the very best in his new role.

Before I pass the torch, I'll give you one last update.

We continue to recruit new members and subscribers and are glad that the number of IAMA-endorsed members is growing. Several initial audits were completed last year, and more are on deck for this year. This means that the number of IAMA-endorsed modifications will continue to grow. We've also gained a new subscriber. Lufthansa and our subscriber Goshawk were acquired by SMBC Aviation capital, and we are thrilled to welcome them as a new lessor subscriber.

As you know, the key to our success is the dedication of the members of our working groups. They have all kicked off their 2023 programs and are moving forward with their ambitious and inspiring agendas.

Educating stakeholders on the value of independent modifiers and IAMA-endorsed modifications is the main objective of IAMA's Community and Aligned Information Campaign, or CIC working group. Lufthansa Technik's head of product cabin modification and working group leader, Georg Stoffelen, met with the group in Hamburg after a long period of only meeting via videoconferences. They discussed education strategy and how to increase business transactions between members. Developing basic educational material for aircraft

modifications and best practices for managing a multiple design approval holder STC project are topics the working group considers critical for achieving their objectives. The CIC group is also digging deeper into sustainability to determine how IAMA can best add value to this increasingly important market conversation.

Creator and guardians of the IAMA Rulebook, the IAMA Standard working group's exciting project to extend the Rulebook's guidance on STCs to accommodate minor modifications is well underway. This will result in an important expansion of the alliance's portfolio, increasing the number of IAMA-endorsed modifications available to the market. As you'll see in our "[Ask the Expert](#)" our sustained focus on STCs and this new project form our strategy to be the leading voice on aircraft modifications while further increasing our profile in the aviation market. [Romain Mbwang Seppoh](#), leader of this working group and [Eclipse Global Connectivity's](#) head of design organization, and [Ian Devine](#), IAMA's technical affairs manager, talk about the initiative. And here, as a reminder, is a current list of IAMA-endorsed [modifications](#).

With their focus on developing IAMA's relationships with aviation authorities, the Certification & Authority Affairs, or CAA working group has a challenging agenda for 2023. In our last update, they had been asked to look at continued awareness of potentially unsafe conditions related to airworthiness. Under the leadership of [Eric Anderson](#), global director of engineering at [Carlisle Interconnect Technologies](#), this group continues to pursue their "Continuing Airworthiness Best Practices" white paper and to review the latest developments in IAMA's authority relations priorities.

Working to streamline the industry's current IP handling processes while protecting each member's intellectual property, the IP and OEM Affairs working group continues to tackle member challenges. Steered by [Jeff Behlendorf](#), director of product management at Carlisle Interconnect Technologies, this group is establishing and documenting best practices for exchanging data for modification purposes. Their efforts to reach out to the key OEMs to evaluate their expectations and positions are critical to their success.

Educating the market is a continuous endeavour. One of our foundational strategies is attending trade shows and participating in panel discussions wherever possible. We kicked off the year at [Aircraft Interiors Expo Middle East](#) earlier this month, with Nina moderating the "Investing in High-Quality Modifications" AIME panel discussion. This topic is central to the retrofit market. With new aircraft manufacturers experiencing delays, airlines are being forced to revamp their current models to match customer expectations, which means aircraft upgrades. This lively panel discussed the modification investments that airlines should make to stay competitive in the emerging post-COVID-19 world.

Nina also interviewed [Dr. Praveen Srivastava](#), CEO of [AeroChamp Aviation \(Intl.\) Pvt. Ltd.](#) They discussed challenges and innovative ideas for the retrofit market.

We recently held our first IAMA Virtual Modification talk. In this forum, open to all, anyone could join and learn more about IAMA endorsements and the benefits for each stakeholder. An unmitigated success, additional sessions will follow throughout the year. You can connect with us on [LinkedIn](#) and our [website](#) to learn more.

As I sign off on our newsletter for the last time, I am in awe of the outstanding expertise within the Independent Aircraft Modifier Alliance's management team, executive board, members and subscribers. The privilege of being the alliance's first board chair makes me incredibly proud. While I will miss this role, I am happy to continue contributing as a board member. I know the alliance will continue to thrive with Frans at the helm, and I also know you will give him all your support. Here's to IAMA's exceedingly bright future.

Thank you for your ardent support over the past three years.

As always: Be well. Stay safe.

—Marc Pinault, Chairman

## ACCESSING AIRCRAFT MANUFACTURER ENGINEERING DATA IAMA POSITION PAPER: A COLLABORATIVE APPROACH



A mainstay of aircraft modifications is the intellectual property required to maintain airworthiness and safety. Traditionally, for many reasons, the use of IP for a Supplemental Type Certificate project often presents challenges to modifiers and Aircraft OEMs, but there is a new way forward. Following an in-depth analysis of modification data, the experts at IAMA, the Independent Aircraft Modifier Alliance, are proposing a collaborative way for Aircraft OEMs and IAMA-endorsed modifiers to streamline aftermarket upgrades, respect, and more effectively monetize IP.

In the never-ending pursuit to streamline the complexity of modifications through STC projects, IAMA has developed a collaborative approach to accessing aircraft manufacturer (AOM) engineering data. Where in some instances, the negotiation to access the data can take years and drive up costs, taking a codified approach to the various data involved in a modification can help to reduce stresses and long delays.

Although IAMA members collaborate, they can also be competitors, and as such, they recognize the importance of respecting IP in an STC project," said [Jeff Behlendorf](#), steering head of IAMA's Intellectual property & OEM Affairs working group and director of product management at [Carlisle Interconnect Technologies](#). "Our team's core mission is to standardize and formalize the exchange of engineering data to ensure robust, safe, maintainable STC modifications and facilitate better long-term support of aircraft in the fleets of our mutual customers. This is why we propose a codified, collaborative process. Such an agreement would be valuable to all stakeholders, including the independent modifier and the aircraft manufacturer."

The alliance's "[Position Paper on IAMA member access to aircraft manufacturer \(type certificate holder\) Engineering Data for modification purpose](#)," conveys a well-thought-out, deeply respectful solution to the legal, proprietary and logistical challenges arising between OAMs and independent STC applicants when the exchange of engineering data is required. Derived from the IP working group's deep expertise combined with an IAMA anonymous member survey, the position paper describes the challenges inherent in an industry where commercial expectations for the exchange of data are inherently inconsistent.

Unsurprisingly, aircraft manufacturers and our members find these situations challenging," explained IAMA's Managing Director, [Nina Schulz](#). "The alliance's mission is to create and advocate for an open and transparent environment for aircraft modifications. Our IP group takes a holistic view, looking at the challenges from all sides, offers a solution, and documents how to move forward through this position paper."

Considering that an STC project's stakeholders include the aircraft manufacturer, customer, service provider and aviation regulators, it is commendable that the solution is so straightforward: establishing basic agreements for the exchange of specific levels of data. It's easy to understand each stakeholder's concerns, but it's more challenging to bring the various needs together, and yet this is what IAMA's proposals aim to achieve. A cooperative approach to define a transparent, predictive way of accessing engineering data will improve safety, and customer experience, while enhancing innovation and competition.

For IAMA-endorsed modifiers, the collaborative approach to providing engineering data codified in specific levels means predictable engineering data transfer costs, reduced delays and enhanced safety across airline fleets. For the OAM, the proposed way forward means more effective information exchanges, access to STC data to support other airline service requests, and the ability to extend new and industry-differentiating options to their customers.

IAMA-endorsed members are sensitive to OAM concerns around engineering data and IP use because they have the same concerns. In an increasingly competitive airline marketplace, smooth and efficient data exchanges are key to aftermarket modifications to meet customer requests in a timely manner. IAMA members believe that establishing a more collaborative engineering data exchange with the OAMs will be mutually beneficial. Using a customer-focused approach to support the aircraft owners and operators with more flexibility will allow them to safely and sustainably adapt their aircraft using the STC process where a service bulletin is not commercially viable or available for the desired time frame.

This position paper is available only to IAMA members. To access this and other vital resources, visit [iamalliance.aero](http://iamalliance.aero).



## MINOR MODIFICATIONS: THE STANDARD WORKING GROUP'S PATH FORWARD

One of the primary pillars of the IAMA mission is the IAMA Rulebook, which prescribes the IAMA Standard. While the alliance has primarily focused on Supplemental Type Certificates or STCs, a greater number of commercial aviation modifications are not classified as major, which, as a result, do not require an STC. Taking on board feedback from its membership and other stakeholders, the alliance decided to apply the Rulebook's leading advice and instruction to cover these mods.

"Our biggest challenge is adapting the Rulebook to cover minor modifications without making the work to achieve IAMA-endorsements overly onerous," said [Romain Mbwang Seppoh](#), Eclipse Global Connectivity's Head of Design Organization, and head of the Standard Working Group. "Minor mods can be large projects like a cabin retrofit, or small like a software upgrade. We recognize that the effort required to obtain an IAMA-endorsed modification for an upgrade shouldn't add to the amount of work already needed."

Mbwang Seppoh is an ideal fit to lead the Working Group through this project. From the very start of his career, he has focused on aviation engineering, with ten years each at Airbus and for the early start of Aircelle Nacelle (now Safran Nacelle), a brief period at Socata (now Daher), and ten-plus years at Eclipse Global Connectivity.

The timeline for the Rulebook to address minor modifications is with the release of version 4 in early June. "What's important is to increase the availability and provide a wider application of the Standard so that any Type change an operator might need can be completed with an IAMA-endorsed project," notes [Ian Devine](#), IAMA's Technical Affairs Manager. We want to transfer the quality the Standard brings to STCs to modifications that can be classified as minor."

The project, started in 2022, is moving along at a good pace. It results from the alliance's aim of addressing aviation ecosystem pains. When IAMA representatives met with various stakeholders, it became clear that minor modifications certified by IAMA members were a critical need. Devine explained. "The scope of the Rulebook is project management, how a project is agreed, and minor modifications can most certainly benefit from such advice, not to mention a wholistic approach which offers continuous support over the aircraft's whole lifecycle."

Devine's career, too, has focused on aviation, wearing many hats but with a focus on avionics and engineering. He joined the alliance in 2021 and brings his design engineering experience from Lufthansa Technik and several

years of consulting in EASA part 21 aircraft design and certification, equipment qualification, project management and planning to his role as Technical Affairs Manager.

The work is challenging and ultimately seriously engaging for Mbwang Seppoh and Devine. "Leading the Standard Working Group is a gratifying activity," he says. "Although the group's participants are competitors, we have a constructive exchange of ideas and frank discussions on topics that are consequential to us all. It is a pleasure to have a group of people so deeply focused on continuous improvement, working to reach the same quality goals."

There are modifiers with approaches that are less disciplined than IAMA members. They may not proactively approach lifecycle considerations or openly communicate and manage risk with customers, which can be an indication that their STC lacks the quality integrated into an IAMA-endorsed STC. "As the technical focal, and Rulebook owner, I can say that extending the IAMA standard to minor modifications will only add to the alliance's credibility," Devine explained. "The process of integrating rules to fit the requirements of minor modifications is progressing quickly. Once that is completed, we will update the processes defined in the Rulebook, and of course, these updates must also fit the IAMA audit process."

Becoming an IAMA [member or subscriber](#) is the way to access to the [IAMA Rulebook](#). Membership also gives you access to white papers and [many other resources](#). Airlines and lessors may receive access to these resources through a free subscription. Visit [iamalliance.aero](http://iamalliance.aero) for more.

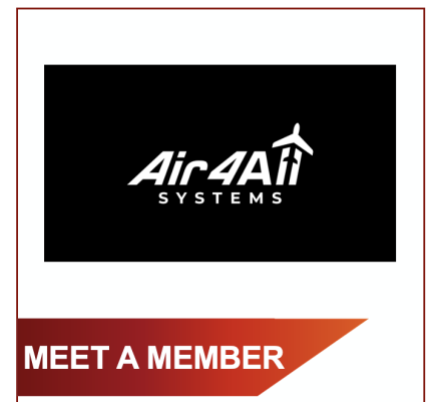
## **AIR4ALL: FOCUSED ON TRANSFORMING WHEELCHAIR USERS' TRAVEL EXPERIENCES WORLDWIDE**

"It all started in 2015 when I accompanied my daughter on a trip to Mexico and later a trip with my son to Abu Dhabi," explained [Chris Wood](#), MBE, campaign, media and regulatory engagement leader at [Air4All Systems](#). "The process of travelling with a wheelchair is brutal and undignified, and I wanted to change that."

A basic IAMA member for just over a year, Air4All Systems is a consortium dedicated to transforming the experience of the most vulnerable passengers who fly—those using wheelchairs. Wood described how the organization was founded: "[Paul Priestman](#), whom I had known for some time and had already designed the Air Access for the London Paralympics, was interested in the idea, and we really got going after a meeting at Aircraft Interiors Expo in Hamburg and bringing [Nigel Smith](#) onboard."

The consortium comprises Flying Disabled, Wood's advocacy organization; Avis Elite Consultants, Nigel Smith and his partner's consultancy explicitly created for the project; and Paul Priestman, founder and former CEO of design firm Priestman Goode. The new aircraft seat—one variation of a patent-pending design also applied to rail, road and sea—permits passengers in electric wheelchairs to securely and safely remain in their mobility device without disrupting passengers in the adjacent seats.

"We want passengers with mobility devices to remain in their wheelchair while in the aircraft cabin, just like any other passenger," said Smith, the organization's technical leader. "Developing the convertible seat is not too difficult; it's integrating the wheelchair and protecting all the occupants in the aircraft that is more of a challenge. Our goal is to have a certified design approved for installation and operation in transport category aircraft worldwide."





"We are delighted to have Air4All as part of the alliance," said [Nina Schulz](#), IAMA's Managing Director.

"Accessibility is an important challenge for passengers, airlines and modifiers alike. Their advocacy doesn't stop at their project. Chris, Nigel encourages fleet modernization through retrofit programs that apply IAMA standards to both conventional and novel design concepts. Promoting a high-quality Supplemental Type Certificate for the Air4All system is a natural fit for the alliance because all IAMA members are committed to this principle."

The IAMA membership is essential to Air4All's plans to achieve its goal. Smith says: "Access to IAMA's Rulebook, along with exposure to experts and a larger aviation certification audience, is critical in our desire to demonstrate a design prototype to solve this global problem for vulnerable passengers."

"Ultimately, we want to make flying for people in wheelchairs a dignified—and more importantly—safer experience," said Nigel Smith. "Flying is all about safety, and these passengers have been left behind for decades."

"We genuinely believe in this project and that this will change many lives when it comes to air travel, which is a great feeling!" Wood concluded.

You can learn more about Air4All Systems, by visiting their [website](#). And visit our [website](#) to learn more about becoming an IAMA member or subscriber.



## **ENGAGE WITH US**

Want to learn more about IAMA or meet us? We look forward to connecting with you during the following events:

- Inflight Connectivity Technology conference Shanghai | Virtually | 26 April 2023
- Aircraft Interiors Expo | Hamburg, Germany | 6-8 June 2023

For questions, if you would like to meet us, or get in touch with us reach out via [info@iamalliance.aero](mailto:info@iamalliance.aero).

## **BECOME AN IAMA MEMBER**

IAMA is open to all aviation market participants including aircraft manufacturers, airlines, suppliers and lessors. The alliance offers three types of paid memberships: Full, Advisory and Basic.

Members have access to specific benefits depending upon their role in the aviation ecosystem, and their membership level. Full and Basic memberships are for organisations with modification capabilities, while Advisory memberships are for airframe and system OEMs (Original Equipment Manufacturers). Airlines and lessors may join for free.

Find out more about our membership possibilities [here!](#)