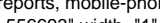**Airbus and A*STAR to establish new R T activities in Singapore**

Airbus and A*STAR to establish new R
T activities in Singapore

Revolutionary Big Data Analytics technology to accelerate innovation at Airbus
Airbus and Singapores Agency for Science, Technology and Research (A*STAR) have signed a Memorandum of Understanding focused on joint high-value research activities, including big data analytics, at the 2014 Singapore Airshow.
The agreement was signed by Axel Krein, Airbus SVP Research
 Technology and Dr Tan Geok Leng, Executive Director, Science and Engineering Research Council, A*STAR.
"We are proud to be teaming-up with A*STAR, a world leading research organisation based in Singapore. We will channel the power of Big Data Analytics to faster develop incremental innovations for our market leading aircraft and services - and with greater agility, said Axel Krein, Airbus SVP Research
 Technology. "Using the very latest developments in this exciting new technology field, we expect to be able to offer our customers new ways to reduce their fuel consumption through speedier, more effective analysis of their operational data.
Mr Lim Chuan Poh, Chairman of A*STAR, said, "We are pleased to welcome Airbus as our latest partner on collaboration. Through this agreement, Airbus would be able to harness R
D capabilities and expertise across our Science and Engineering Research Institutes in order to address new developments in the aviation industry. This partnership is reflective of how the public and private sectors are synergistically working together under an open innovation framework to position Singapore as an Aviation Innovation Hub to better serve the growing Asian market and beyond.
Innovation is a key driver at Airbus and it is central to how we shape the future of air transportation. Together with some 1,200 R
T partners around the world, Airbus is investing in projects to develop new technologies and innovative solutions that will deliver value to its customers. Todays agreement with A*STAR fits into this strategy and further strengthens Airbus research capability in the fast-growing Asia Pacific region.
Asia-Pacific is a core market for Airbus with airlines from the region accounting for 27 per cent of the companys total orders worldwide. Today there are more than 2,400 Airbus aircraft in service with nearly 100 airlines across the region and over 1,700 aircraft on order with Asia-Pacific carriers for future delivery. This represents over a third of the company's total backlog, reflecting the importance of the region as the fastest growing market for new civil aircraft.

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Note to editors:
About big data analytics
Big data analytics is the process of examining large amounts of data of a variety of types (big data) to uncover hidden patterns, unknown correlations and other useful information. Such information can provide competitive advantages over rival organizations and result in business benefits, such as more effective marketing and increased revenue.
The primary goal of big data analytics is to help companies make better business decisions by enabling data scientists and other users to analyze huge volumes of transaction data as well as other data sources that may be left untapped by conventional business intelligence (BI) programs. These other data sources may include Web server logs and Internet clickstream data, social media activity reports, mobile-phone call detail records and information captured by sensors.
<img src="http://www.pressrelations.de/new/pmcounter.cfm?n_pinr_=556693" width="1" height="1">

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