Solve

I will take the solution a little different than book and then make the connection.

Take
$$u(x,t)=Ae^{mx+i\omega t}$$
 $\rightarrow \frac{\partial^4}{\partial x^4}Ae^{mx+i\omega t}=m^4Ae^{mx+i\omega t}$ and $\frac{\partial^2}{\partial t^2}Ae^{mx+i\omega t}=(i\omega)^2Ae^{mx+i\omega t}$

Substitute into
$$a^4 \frac{\partial^4 u}{\partial x^4} + \frac{\partial^2 u}{\partial t^2} = 0 \rightarrow a^4 m^4 A e^{mx+i\omega t} + (i\omega)^2 A e^{mx+i\omega t} = [a^4 m^4 + (i\omega)^2] A e^{mx+i\omega t} = 0$$

Therefore
$$a^4 m^4 + (i\omega)^2 = 0$$
 or $m^4 = -\frac{(i\omega)^2}{a^4} = \frac{\omega^2}{a^4} \rightarrow$ (we expect 4 roots) $m = \pm \frac{\sqrt{\omega}}{a}, \pm \frac{i\sqrt{\omega}}{a}$

Now take
$$\lambda = \frac{\sqrt{\omega}}{a}$$
 then $m = \pm \lambda, \pm i\lambda$

and we write the solution as a superposition $u(x,t)=[Ae^{\lambda x}+Be^{-\lambda x}+\tilde{C}e^{i\lambda x}+\tilde{D}e^{-i\lambda x}]e^{i\omega t}=X(x)T(t)$ where $X(x)=Ae^{\lambda x}+Be^{-\lambda x}+\tilde{C}e^{i\lambda x}+\tilde{D}e^{-i\lambda x}$

Compare this u(x,t) to that in the book which is just simply written as $u(x,t)=Ae^{\lambda x}e^{i\omega t}$ Next applying Euler's identity for complex exponential and taking C and D as our new constants gives $X(x)=Ae^{\lambda x}+Be^{-\lambda x}+C\cos\lambda x+D\sin\lambda x$

Next look at the boundary conditions
$$u(0,t) = 0$$
, $u(x,L) = 0$, $\frac{\partial u}{\partial x}\Big|_{x=0} = 0$, $\frac{\partial u}{\partial x}\Big|_{x=1} = 0$

All of them can be written in terms of X(x), for example u(0,t) = X(0)T(t) = 0 since in general $T(t) \neq 0 \rightarrow X(0) = 0$

The same relations can be derived for all the boundary conditions, that is

$$X(0) = 0$$
, $X(L) = 0$, $\frac{\partial X}{\partial x}\Big|_{x=0} = 0$, $\frac{\partial X}{\partial x}\Big|_{x=L} = 0$

Taking the derivative of $X(x) = Ae^{\lambda x} + Be^{-\lambda x} + C\cos\lambda x + D\sin\lambda x$ gives $X'(x) = A\lambda e^{\lambda x} - B\lambda e^{-\lambda x} - C\lambda\sin(\lambda x) + D\lambda\cos(\lambda x)$

Next apply the boundary conditions at x = 0 X(0) = 0 and $\frac{\partial X}{\partial x}\Big|_{x=0} = 0$

$$\begin{split} X(0) &= A e^{\lambda \cdot 0} + B \lambda e^{-\lambda \cdot 0} + C \cos(\lambda \cdot 0) + D \sin(\lambda \cdot 0) = A + B + C = 0 \\ X'(0) &= A \lambda e^{\lambda \cdot 0} - B \lambda e^{-\lambda \cdot 0} - C \lambda \sin(\lambda \cdot 0) + D \lambda \cos(\lambda \cdot 0) = \lambda A - \lambda B + \lambda D = 0 \\ Therefore C &= -A - B \text{ and } \lambda A - \lambda B + \lambda D = 0 \longrightarrow (A - B + D)\lambda = 0 \longrightarrow D = -A + B \end{split}$$

Substitution gives $X(x) = Ae^{\lambda x} + Be^{-\lambda x} + (-A - B)\cos \lambda x + (-A + B)\sin \lambda x = A[e^{\lambda x} - \cos \lambda x - \sin \lambda x] + B[e^{-\lambda x} - \cos \lambda x + \sin \lambda x]$

Taking the derivative of $X(x)=A[e^{\lambda x}-\cos \lambda x-\sin \lambda x]+B[e^{-\lambda x}-\cos \lambda x+\sin \lambda x]$ gives $X'(x)=A[\lambda e^{\lambda x}+\lambda \sin \lambda x-\lambda \cos \lambda x]+B[-\lambda e^{-\lambda x}+\lambda \sin \lambda x+\lambda \cos \lambda x]$

Next apply the boundary conditions at x = L X(L) = 0 and $\frac{\partial X}{\partial x}\Big|_{x=L} = 0$

1. $X(L)=A[e^{\lambda L}-\cos\lambda\cdot L-\sin\lambda\cdot L]+B[e^{-\lambda L}-\cos\lambda\cdot L+\sin\lambda\cdot L]=0$ $X'(L)=A[\lambda e^{\lambda L}+\lambda\sin\lambda\cdot L-\lambda\cos\lambda\cdot L]+B[-\lambda e^{-\lambda L}+\lambda\sin\lambda\cdot L+\lambda\cos\lambda\cdot L]=0$ OR factoring out λ in the second equation

2. X'(L)=A[$e^{\lambda L}$ +sin $\lambda \cdot L$ -cos $\lambda \cdot L$]+B[$-e^{-\lambda L}$ +sin $\lambda \cdot L$ +cos $\lambda \cdot L$]=0 Add equations 1. and 2. gives

$$A[2e^{\lambda L} - 2\cos\lambda L] + B[2\sin\lambda L] = 0 \rightarrow B = \frac{\cos\lambda L - e^{\lambda L}}{\sin\lambda L}A$$

Substitute this B into 1.

$$X(L) = A[e^{\lambda L} - \cos \lambda \cdot L - \sin \lambda \cdot L] + \left[\frac{\cos \lambda L - e^{\lambda L}}{\sin \lambda L}A\right][e^{-\lambda L} - \cos \lambda \cdot L + \sin \lambda \cdot L] = 0$$

Get a common denominator and since $sin\lambda L \neq 0$ we get

$$A[e^{\lambda L} - \cos \lambda L - \sin \lambda L] \sin \lambda L + A(\cos \lambda L - e^{\lambda L})[e^{-\lambda L} - \cos \lambda L + \sin \lambda L] = 0$$
 or factoring out A we get

$$[e^{\lambda L} - \cos \lambda L - \sin \lambda L] \sin \lambda L + (\cos \lambda L - e^{\lambda L}) [e^{-\lambda L} - \cos \lambda L + \sin \lambda L] = 0$$

Multiplying out we get

$$e^{\lambda L} sin \lambda L - cos \lambda L sin \lambda L - sin^2 \lambda L + e^{-\lambda L} cos \lambda L - cos^2 \lambda L + cos \lambda L sin \lambda L - e^{\lambda L} e^{-\lambda L} + e^{\lambda L} cos \lambda L - e^{\lambda L} sin \lambda L = 0$$

Now simplify by canceling out terms

$$- sin^2 \lambda L + e^{-\lambda L} cos \lambda L + e^{-\lambda L} cos \lambda L - cos^2 \lambda L - e^{\lambda L} e^{-\lambda L} + e^{\lambda L} cos \lambda L = 0$$

OR rearranging

$$-\sin^2\lambda L - \cos^2\lambda L - e^{\lambda L}e^{-\lambda L} + e^{\lambda L}\cos\lambda L + e^{-\lambda L}\cos\lambda L + e^{-\lambda L}\cos\lambda L = 0$$

$$-(\sin^2 \lambda L + \cos^2 \lambda L) - e^{\lambda L - \lambda L} + e^{\lambda L} \cos \lambda L + e^{-\lambda L} \cos \lambda L = 0$$

$$-1 - e^{0} + \cos \lambda L(e^{\lambda L} + e^{-\lambda L}) = 0 \rightarrow -1 - 1 + \cos \lambda L(2\cosh \lambda L) = 0$$

Finally

$$-2+2\cos\lambda L\cosh\lambda L=0\rightarrow \cos\lambda L\cosh\lambda L=1$$