

Media Innovation
THE 48th INTERNATIONAL PARIS AIR SHOW
PROVIDES TELEVISION CHANNELS WITH
IMAGES MAKING THE EVENT

For the first time, the organisers of the Paris Air Show will provide TV channels from all over the world with free images of the planet's biggest aerospace event, which will celebrate its centenary on 15th to 21st June 2009.

On the initiative of the GIFAS (*), this technological innovation will provide TV networks with digital / Broadcast quality video images to illustrate highlights: inauguration and official visits, signature of major contracts, reveal of new civil and military aircraft or equipments, press conference extracts and interviews, flying displays, unusual footage, etc..

Every day, 15 minutes of *Paris Air show / TV Breaking News* stock shots will be visible in low definition and downloadable in Very High Definition on the <http://www.paris-air-show.com> website, as of 4:30 PM GMT.

A second *Paris Air show / Flying Display* stock shots file of the day's most spectacular flight demonstrations will also be downloadable.

This innovative service will allow all TV stations to feature news of the major 2009 event in the aeronautics and space industry, while enjoying best possible quality and flexibility. Audiovisual journalists may use these images to illustrate their reports. TV crews covering the Air show will be able to complete their footage with the free images available.

The *Paris Air Show TV Service+* will be provided by the Aero3A information and communication agency, based in the Paris Air Show Press centre.

(*) Groupement des Industries Françaises Aéronautiques et Spatiales (French Aerospace industries association).

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