



## - Innovation -

### The World Reference for Land, Airland and Homeland Defence & Security **Eurosatory provides television channels with the images that make the event**

**For the first time ever, Eurosatory will provide television channels with free video images from this major event, scheduled for June 14-18, 2010 at the Paris Nord-Villepinte exhibition centre.**

Upon the initiative of exhibition organiser COGES, this media-focused technological innovation will provide television networks and WebTV players with an high-definition, broadcast-quality digital images of highlights from each day of the exhibition: inauguration and official visits, new military and security equipment releases, extracts from press conferences, top-leader interviews, live demonstrations and interesting images.

Each day from June 14, SERVICE+ TV® will produce 15 minutes of stock footage, "TODAY'S TV BREAKING NEWS," which can be viewed in low-definition and downloaded in high-definition MPEG-4 digital format.

A second file, "TODAY'S LIVE DEMONSTRATIONS," will show the most spectacular images from the day's demonstrations.

These files can be downloaded from a special web platform from 5pm GMT.

A test file will be online from May 31 on <http://www.serviceplus.tv/eurosatory/>

For secure access to this download platform reserved for the media, **please confirm the email address you will use for downloading before June 4**, by emailing [contact@aero3apress.com](mailto:contact@aero3apress.com). You will receive a reply with your **ID** and **Password**.

Thanks to this innovative service, audiovisual journalists can report on the 2010 Land, Airland, and Homeland Defence & Security event, through top-quality, flexible coverage.

As part of the Grayling agency's communication plan, the Eurosatory's SERVICE+ TV is provided by Aero3A NEWS agency which also produces SERVICE+ TV for the Paris Air Show.

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