



49^e SALON INTERNATIONAL
DE L'AÉRONAUTIQUE ET DE L'ESPACE
PARIS LE BOURGET
20-26 JUIN 2011



49th International Paris Air Show – Le Bourget
From 20 to 26 June 2011

THE BEST IMAGES FROM THE PARIS AIR SHOW WILL BE MADE AVAILABLE ON TELEVISION

Following the success of SERVICE+ TV, first launched in 2009, the organisers of the Paris Air Show will once again be bringing the images of the world's biggest aerospace event to television screens worldwide free of charge.

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

How to access for the SERVICE+ TV?

Every day, 15 minutes of *Paris Air Show / TV Breaking News* stock shots (daily news) and 15 minutes of *Paris Air Show / Flying Display* stock-shots (daily flight demonstrations) will be visible in low definition and **downloadable in a High Definition** on the <http://www.serviceplus.tv/parisairshow> website as of 5:00 PM GMT (7:00 PM Paris time). The access to the SERVICE+ TV will also be possible from <http://www.paris-air-show.com> and <http://www.salon-du-bourget.fr> and <http://www.gifas.asso.fr> websites.

Ask your Login and Password before June 15

This secure service is exclusively reserved for media. **Interested journalists should specify the email address from which they wish to download these video images, in order to receive personal Login and Password. This request must be sent by email before June 15, at contact@aero3apress.com .**

A first trailer video clip will be downloaded as a test from the June 13.

The innovative service will allow all TV stations to feature news of the major 2011 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 stock shots available.
Websites run by the written press will also have access to these images.

The *SERVICE+ TV* 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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