



## Press release

Paris, 28<sup>th</sup> April 2008

*Innovation at the 48<sup>th</sup> International Paris Air Show*

# PARIS AIR SHOW HAS CHOSEN **Aero3A** TO PRODUCE AND PROVIDE TV CHANNELS WITH IMAGES MAKING THE EVENT

The Aero3A agency has won the invitation to tender launched by the GIFAS (\*) to set up an innovative international image production and circulation service aimed at TV channels. For the first time, TV channels from all over the world will be able to download the most spectacular Very High Definition images of the world's biggest aerospace event to be held from 15<sup>th</sup> to 21<sup>st</sup> June 2009.

### WORKING FOR THE MEDIA AND EXHIBITORS

Every day, the filming and editing teams of Aero3A – with its Activ'Company partner - will produce and send out video sequences illustrating the key events of the aeronautic and space show which this year will celebrate its centenary.

The **TV Paris Air Show Service+** will provide TV networks with daily digital / Broadcast quality images of the inauguration and the official visits, signature of major contracts and revelations of new systems or civil and military equipment, interviews and press conference extracts, in-flight demonstrations and original footage.

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 and on a dedicated site, as of 16h30 GMT.

A second *Paris Air Show / in-flight stock shots* file of the day's most spectacular flight presentations will also be downloadable in Very High Definition quality.

For the Salon du Bourget Aero3A has also developed **packages aimed at exhibitors** for the:

- Preparation, organisation and video production of press conferences and media events,

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- **Live or deferred broadcasting / podcast of press conferences on the website,**
- international PR operations (Europe, Russia, Middle East, Asia, Latin America),
- design/production of corporate and product video clips and their promotion to more than 500 TV channels,
- design and coordination of eventful websites,
- real-time internet monitoring (tracking),...

These services are provided by aerospace and defence specialists, using state-of-the art technology and guaranteeing reactivity and availability at considerably lower-than-market prices.

*Based in Paris, Aero3A is a news and communication agency specialising in the aeronautics, space, defence and security sectors that relies on a network of experts in thirty-five countries. Frédéric Aragon, previously head of communications within the MATRA, Lagardère, MBDA and EADS groups, created it in 2006.*

*Other accounts recently entrusted to Aero3A include: the ASD, Airbus, ALCAN Aerospace, Dassault Aviation, Linkwest, SAAB Aerospace, SAFRAN, SOGITEC, the Chinese province of Heilongjiang and the Ministry of Defence of the United Arab Emirates■*

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

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