



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.

Every day, 15 minutes of *Paris Air Show / TV Breaking News* stock shots will be visible in low definition and downloadable in a High Definition on the <http://www.paris-air-show.com> and <http://www.salon-du-bourget.fr> websites, as of 5:00 PM GMT. A second *Paris Air Show / Flying Display* stock-shots file of the day's most spectacular flight demonstrations will also be downloadable.

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 means of access and secure download for this professional service will be the subject of a forthcoming press release which will be distributed to all audiovisual media at the end of May.

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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