

SUBJECT LINE: News Release: WAEA Conference & Exhibition Features New Events

For Immediate Release

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WAEA 2007 ANNUAL CONFERENCE & EXHIBITION FEATURES NEW EVENTS

McLEAN, VIRGINIA, USA, 17 MAY 2007 — This year's World Airline Entertainment Association (WAEA) Annual Conference & Exhibition will introduce exciting new changes, including a "New-Vendor Showcase," more flexible exhibit hall appointments, an all-new WAEA -Skytrax Avion Awards program, and additional program enhancements when it hosts more than 1200 airline and airline-supplier delegates 17-20 September 2007 at the Metro Toronto Convention Centre in Toronto, Canada.

Now in its 29th year, the annual WAEA Conference & Exhibition draws representatives from more than 70 passenger airlines worldwide (including all the major carriers) to experience all the latest inflight entertainment (IFE) and communications systems, products, and technologies, all the upcoming feature-film, short-subject, and specialty program availabilities, and the very latest passenger-IFE trends, applications, and operational strategies.

This year's new and enhanced events – based directly on suggestions from WAEA Conference delegates, exhibitors, and members – include:

"New-Vendor Showcase" – a single, dedicated session that gives delegates quick concise introductions to the products and services from IFE suppliers *new* to this year's exhibition. The 45-minute session features a series of short presentations (about three-minutes each) from more than a dozen new exhibitors.

More Flexible Exhibit Hall Appointment Slots – formerly 30 minutes in length, meeting slots are now 20 minutes each to allow for more meetings and to give airline delegates and exhibitors more flexibility in scheduling. Delegates can book single slots for quick meetings, or book double or triple slots for their more involved consultations and product/service demos.

All-New WAEA-Skytrax Avion Awards – formerly based on individual IFE (audio, video, print) submissions judged by a panel of media experts, the all-new Avion Awards recognizes IFE excellence based on the *overall* IFE experience as determined by the worldwide audience of *airline passengers*. WAEA has teamed with Skytrax, a leader in airline-passenger opinion studies, to survey airline passengers worldwide for their impressions and their choice for the top airlines for IFE (including by fleet size and region). New categories also include two jury-based awards for "Best in Technical Achievement" and "Best Achievement in IFE." Avion Award winners will be announced at the Monday morning (17 Sept.) Opening Session.

New "Exhibit Hall Welcome Reception" – formerly held at a local venue, this popular first-evening event moves *into the exhibit hall* to give delegates additional "unstructured" time to browse through the hall and network while getting a valuable overall look at the show floor.

Other enhancements this year include: a featured mid-week (Tuesday) evening networking event, a new "Closing Reception" immediately following the close of the Exhibit Hall on Thursday, and a new Monday-through-Thursday schedule (formerly Tuesday-through-Friday).

For complete details on the WAEA 28th Annual Conference & Exhibition, including these new events and enhancements, the hour-by-hour program, educational sessions, list of exhibitors, list of participating airlines, online registration, and more, visit www.waea.org.

Founded in 1979 as a nonprofit organization, the WAEA is the official worldwide network representing nearly 100 airlines and more than 250 airline suppliers committed to excellence in inflight entertainment and communications and the continual improvement of the airline passenger environment.

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