



MEDIA ADVISORY

Attention: Editors: Aviation, Travel, Entertainment, Business, Features, Lifestyle, Advertising, High-Tech

You're invited to join the international airline community to preview the latest in high-end airline inflight entertainment (IFE), communications, connectivity, and related passenger media and services.

Event: The World Airline Entertainment Association (WAEA) 28th Annual Conference & Exhibition

Where: Metro Toronto Convention Centre (South Hall), Toronto, Ontario, Canada

When: 17-20 September 2007

Who: More than 1,200 delegates representing 70+ passenger airlines and 150+ airline suppliers worldwide.

Highlights: Exhibition: The world's largest showcase for airline inflight entertainment (IFE) and communications systems, products, content, and services, featuring 150+ high-tech exhibits and demos. Gives you a firsthand look at what commercial airlines will be offering to keep their passengers entertained, informed, and "connected" while inflight. Get a hands-on experience with all the new and emerging systems, products, and technologies, including:

- Passenger-interactive audio/video-on-demand (AVOD) systems
- Live inflight broadcast TV/radio (via satellite)
- Inflight e-mail/SMS, Internet access, Wi-Fi
- Inflight cellular data/voice communications
- iPod/PDA/cell-phone connectivity and compatible services
- Real-time news, weather, flight-maps, destination info
- Inflight hand-held/portable digital audio/video players
- On-line video shopping, video games
- Inflight business/office applications, online reservations/services, in-seat power outlets, noise-cancelling headsets ... and much more!

Plus an International 'Film Market' featuring blockbuster films, TV/short-subject, news-magazines, documentaries, sporting events, regional/destination videos, and all the content available for upcoming inflight release.

Keynote Speaker: Pierre Jeannot, Chairman of THALES Canada and Former Director General and CEO of IATA

Featured Educational Sessions:

- **A380 IFE Launch:** Learn what passengers can expect in inflight entertainment, connectivity, and interactive services when the A380 launches.
- **Pax IFE Preferences:** Learn how airlines collect, interpret, and use data to measure their passenger's current and future IFE preferences.
- **IFE Revenue Program:** Learn how airlines plan to generate revenue from services sourced through next-generation passenger-interactive IFE systems.
- **Future IFE:** Learn how real-time communications, emerging technologies, and changing consumer trends may revolutionize the passenger-IFE experience over the next decade.

WAEA-Skytrax Avion Awards: We'll reveal the top airlines for inflight entertainment (including by region and fleet size), as determined by passengers worldwide. Winners will be announced at the Monday morning (17 Sept. 2007) Opening Session.

Visit the WAEA Website (www.waea.org) for the latest hour-by-hour schedule of Conference activities, full session details, list of participating Airlines and Exhibitors, hotel booking, and general information.

Registration: Registration is complimentary to qualifying press (see included "Press Registration Application" for details). Please fill out the "Press Registration Application" and return by **6 September 2007**.

Hotels: Visit www.waea.org to book rooms at local hotels.

Contact: For more information, contact Elinor Kinnier at (tel) +1.703.610.0204; (e-mail) ekinnier@cmgresults.com; or visit the WAEA website at www.waea.org.

WAEA HEADQUARTERS

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PRESS REGISTRATION APPLICATION

WAEA 28th Annual Conference & Exhibition • 17-20 September 2007
Metro Toronto Convention Centre (South Hall), Toronto, Ontario, Canada

Press Credentials: Who Qualifies

To qualify for complimentary press registration, you must be among the following: A reporter, writer, editor, photographer, or videographer assigned by a recognized news media organization to cover the WAEA 28th Annual Conference & Exhibition. In addition:

- Full-time employees of news media organizations must present a business card and a press I.D. OR a signed letter from the Assignment Editor (on company letterhead) verifying that they have been assigned to cover the WAEA 28th Annual Conference & Exhibition.
- Free-lancers must present identification AND a signed letter from the Assignment Editor of a recognized news media organization (on company letterhead) verifying that they have been retained to cover the WAEA 28th Annual Conference & Exhibition.
- Each news media organization is limited to two representatives. (Exceptions may be made upon request for video crews.)
- Complimentary Press Registrants may attend only for editorial purposes. Individuals planning to engage in advertising solicitation, circulation, or any other business purposes must register as Vendor Delegates.
- Individuals employed by, representing, or working as agents for WAEA Member Companies are not eligible for Press Registration. WAEA reserves the right to grant or deny Press Registration to any individual at its discretion.

Exhibit Hall Access: Press will have access to the Exhibit Hall ONLY during regularly scheduled Exhibit Hall hours:

Monday, 17 Sept. 12:00 - 18:00 Wednesday, 19 Sept. 11:40 - 18:00
Tuesday, 18 Sept. 10:40 - 18:00 Thursday, 20 Sept. 11:00 - 16:00

Access cannot be granted before or after these scheduled hours of operation.

- Press Registrants must wear business attire at all times during attendance at this event.
- Video spot-lights and other external lighting are not permitted during general or breakout sessions; flash photography is permitted.

To apply for complimentary Press Registration, please complete/return this form to WAEA by **6 September 2007**. Following review of your Application, you will be notified by fax, telephone, or e-mail with the status of your press registration.

Please print clearly or type.

Name _____ Job Title _____

News Media Organization _____

(Please check one:) I am: on staff a free-lancer [MUST BE ON ASSIGNMENT]

Address _____

City/State/Zip/Country _____

Phone () _____ Fax () _____ E-mail _____

Your Name/News Media Organization as it should appear on press badge(s):

Name _____ Organization _____

Name _____ Organization _____

For which days will you be joining us? Please check: (Mon.) 17 Sept. (Tues.) 18 Sept. (Wed.) 19 Sept. (Thurs.) 20 Sept.

Are you interested in bringing copies of your publication for display at the WAEA Conference? Yes No
(This is not guaranteed, but subject to prior WAEA review/approval.)

May we provide your name/contact information upon request to our Exhibitors so they can contact you to arrange for interviews and send you pre-conference news releases, press conference/press demo invitations, etc.? Yes No

Fax this form to: +1.703.610-9005 Attn: Elinor Kinnier, WAEA
Questions?: Call: +1.703.610.0204 or E-mail: ekinnier@cmgresults.com