

Interactive Flight Exhibit Launches at Dubai's Children's City

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Hosted by Children's City, "Above and Beyond" exhibit intends to inspire UAE youth in flight and space exploration through hands-on, engaging experiences

Presented by Boeing as part of 100th anniversary

DUBAI, UAE, Nov. 5, 2015 –A new interactive flight exhibit, made its international debut today at Children's City in Dubai, UAE.

The exhibit, Above and Beyond, is produced by Evergreen Exhibitions in collaboration with U.S. space agency, NASA, and is presented by Boeing as part of the company's upcoming centennial in 2016.

"It is an exceptional feat for Dubai to be the first international destination for Above and Beyond – another indication of the emirate's growing global relevance," commented His Excellency Eng. Salah Amiri, Assistant Director General for Environment and Public Health Services of Dubai Municipality. "The Dubai Municipality welcomes such an interactive and engaging exhibition because it allows for education to be entertaining and truly immersive. This landmark exhibition will also contribute to the city's goals of supporting youth and keeping them informed of the latest developments in these sectors."

The Above and Beyond exhibition is intended to appeal to visitors of all ages – in particular children aged 7 to 14 – to explore the wonder of flight and the marvels of aerospace innovation, design and technology.

"We are proud to be the first international host of Above and Beyond," said Naila Rashid Al Mansoori, head of Children's City. "Having this exhibition in the UAE demonstrates how far the country has come as an international aviation hub. By inspiring children with unique experiences in the fundamental concepts of aerospace, we hope to help create the aviation and space innovators of tomorrow."

Presenting the exhibition is an important element of Boeing's centennial celebration, which the company is using to share its own rich legacy and culture of innovation through engaging educational activities.

"A sense of discovery and the drive to change the world through innovation is woven into the fabric of Boeing and our industry," said Bernard Dunn, president, Boeing Middle East. "Those values are reflected in the design and spirit of this exhibit. Our hope is that children in the UAE will leave the exhibit wanting to do things better and smarter, so they can contribute to the growth of UAE's aviation sector for years to come."

Designed to be the most interactive exhibition on aerospace ever to tour the globe, the Above and Beyond exhibition encompasses approximately 5,000 square feet of experiences made possible using flight simulation, augmented reality, touch-tables, design and skill challenges, virtual reality and more. Visitors will enjoy a 180-degree immersive theater presentation, a high-tech, media-rich historical timeline, a simulated space elevator ride, a challenge to design and test a supersonic fighter jet in a virtual high-speed flying competition, and an avatar-based motion-capture group experience that demonstrates flight like a bird.

Above and Beyond is open at Children City from Nov. 7 to Dec. 12. For more information on show timings or group bookings please visit: www.childrencity.ae.

For information about Above and Beyond and its international tour, please visit me.flightexhibition.com

About Children City

The Dubai-based Children's City is the first educational city in the UAE devoted to children between two and fifteen years old where they can investigate, explore, play, discover, and learn about the world in which we live. The City is specially designed for children to interact and discover together in family and school groups. It contains several exhibits and programs like nature center, space exploration, human body, computer & communication, planetarium, the way we live and international culture as well as Toddlers area. In addition, Children's City presents daily educational workshops throughout the year at the different galleries or in the purpose-built halls and entertainment programs at the Children's City Theatre for school students, children and families.

About Boeing

Boeing is the world's largest aerospace company designing and manufacturing commercial and military airplanes, rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. As a major service provider to NASA, Boeing is the prime contractor for the International Space Station. The company also provides numerous military and commercial airline support services. Boeing provides products and support services to customers in 150 countries and is one of the

largest U.S. exporters in terms of sales. Headquartered in Chicago, Boeing employs more than 168,000 people across the United States and in more than 65 countries. Total company revenues for 2014 were \$90.8 billion.

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