Boeing Launches New E-Business Web Site for Airline Customers

As part of its ongoing efforts to extend the benefits of e-business to its airline customers, Boeing (NYSE: BA) has launched a new Web site, myboeingfleet.com, as a single source of online maintenance, engineering and flight operations data. The new portal uses personalized e-business technology from BroadVision, Inc. (NASDAQ: BVSN), which allows content to be customized for each user.

This secure, password-protected Web site consolidates current Boeing online offerings - Boeing Digital, Web BOLD, and Flight Technical Services On-Line - and serves as a platform for new and expanded airline support services. The site, which began operating on May 6, is managed by Boeing Commercial Airplanes Group.

Initially, myboeingfleet.com will provide access to a wide range of data, including service bulletins, major maintenance manuals for selected airplanes, maintenance tips, in-service activity reports, service letters, configuration change data, airplane flight manual status reports, and master minimum equipment lists. The site also offers access to the Boeing Web-based spare parts ordering system, the PART Page.

In coming months the site will be expanded to include engineering and tooling drawings, additional maintenance manuals, airplane flight manuals and operations manuals, and various support publications.

Boeing intends to integrate myboeingfleet.com into the recently announced aerospace and defense global trading exchange, a joint effort of Boeing, BAE Systems, Lockheed Martin, Raytheon and Commerce One.

One of the most powerful features of myboeingfleet.com is its ability to personalize content by user. The site's "My Profile" application allows users to specify access to documents and information that relate to their professional responsibilities. Each user sees a unique, customized page.

For instance, an airline maintenance engineer can ask to be notified when new service bulletins are published for specific airplane models or certain sections of an airplane, and the site will automatically generate those notices on the user's page. In later releases, that maintenance engineer's personalized Web page also will prominently feature other new maintenance-related content each time the individual logs on to the site.

Users of existing online support services who have signed the appropriate agreements can use their current user IDs and passwords to access myboeingfleet.com. Other owners and operators of Boeing airplanes will need to sign the appropriate agreements before requesting user IDs and passwords. Additional information on the subscription process is available by contacting Digital Data Customer Support at DDCS@boeing.com. Access currently is limited to owners and operators of Boeing airplanes, but will be expanded to include qualified maintenance, repair and overhaul facilities, as well as others, later this year.

Boeing has been an industry leader in online services for many years, and myboeingfleet.com is a natural evolution of earlier Boeing e-business activities:

- In 1995, the company introduced Boeing On-Line Delivery (BOLD) as a client/server-based online system that gave airlines and maintenance providers direct access to technical drawings, service bulletins, maintenance manuals and other vital maintenance data. Currently, 14,000 users at 93 companies access BOLD.
- In 1996, Boeing launched the PART Page as the industry's first Web site for ordering and tracking spare parts shipments. The PART Page is used by 250 airlines and 675 other companies.
- In early 1999, Boeing launched Flight Technical Services On-Line to provide flight operations data to airlines via the Web. Since then, more than 2,000 airline personnel have accessed the site to make more than 81,000 requests for information.
- Also in 1999, the company announced it would begin migrating the content of Boeing On-Line Delivery to the new Web-based system called Web BOLD. More than 2,000 airline personnel have accounts on the system, and the site averaged more than 8,000 Web "hits" per day in April 2000 alone.

"Our goal with myboeingfleet.com is to create a seamless, end-to-end experience for customers who use these online support services," said Tom Schick, executive vice president of Boeing Commercial Aviation Services. "We want them to be able to go to one place to get exactly the information they need, when they need it, so doing business with us will be faster and easier than ever."

Note to photo editors: A photo is available for your use at the Boeing Media Web site.

###

For further information:
Dick Schleh
206-544-9528
Janine Kromhout
Broadvision