Boeing Unveils New Satellite-to-Theater System: Cinema Connexion by Boeing

Satellite-to-Screen System Revolutionizes Motion Picture Distribution

The Boeing Company (NYSE:BA), Miramax Films, AMC Theatres, and a multi-industry team today unveiled a fiber- and satellite-based system designed to revolutionize motion picture film distribution. The unveiling was at the AMC Empire Theatre in New York, where for the first time a major motion picture was delivered via satellite direct to the silver screen, using a Boeing-developed service called Cinema Connexion by Boeing℠.

Like its namesake -- the Internet-to-airplanes initiative Connexion by Boeing℠ -- Cinema Connexion by Boeing℠ represents another step by the Company in its vision of opening new frontiers. By leveraging expertise in satellite-based information and communications, Boeing is providing innovative services that reduce transaction costs, improve individual and business productivity and keep people in touch with their world.

"Cinema Connexion by Boeing℠ launches space-based communications technology to the next level," said Jim Albaugh, president of Boeing Space and Communications Group. "With the premiere of this major motion picture, "Bounce", Boeing is bouncing forward with technology that will change forever the way movies are distributed and will open up a world of opportunities for viewing of special events such as sporting events and concerts.

"Cinema Connexion by Boeing℠ is one example of the synergy created when Boeing acquired Hughes' space and communications business," Albaugh continued. "Space-based information and communication is a core competency for Boeing and represents a long-term growth market in multiple areas as we continue to pioneer technologies and to discover new applications for existing systems."

"With advances in technology, not only has digital cinema equaled the quality of film for motion pictures, it has surpassed film, relegating scratched and degraded film, and screen jitters to the past," said Tig H. Krekel, president of Boeing Satellite Systems. "Now that the quality question has been answered it opens up many more opportunities for the theatre of the future."

"A satellite's inherent capability to deliver point-to-multi-point information enables Cinema Connexion to send one movie to thousands of theatres in a matter of hours at a fraction of traditional costs. In addition, digital quality is always consistent and doesn't degrade over time like film," Krekel added.

"Cinema Connexion by Boeing℠ is an extension of our 'Connexion' brand," added Albaugh. "We see it as the second of a series of Connexion services." The original Connexion by Boeing℠ was announced in April to provide two-way Internet service to mobile users."

Boeing Satellite Systems is a global leader in satellite communications and digital processing, with more than 1,000 years of on-orbit satellite experience. BSS is also the world's leading manufacturer of commercial communications satellites. The company was formed in October 2000 when Boeing acquired Hughes Space and Communications Company, Hughes Electron Dynamics, Spectrolab, Inc., and Hughes Electronics' 50% share of the HRL Research Laboratory.
The Boeing Company (NYSE:BA), headquartered in Seattle, is the largest aerospace company in the world and the United States' leading exporter. It is the world's largest manufacturer of commercial jetliners and military aircraft, and the largest NASA contractor. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries and manufacturing operations throughout the United States, Canada and Australia.
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