

Boeing Innovates Technology for the Future of Flight

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Today, The Boeing Company [NYSE: BA] outlined its strategy for commercial airplane technological development during a press briefing at Aviation Expo China 2003. Boeing Commercial Airplanes combines a strong focus on building the highest quality airplanes with the development and application of new and innovative technologies that continuously improve safety, passenger comfort, operational efficiency and environmental responsibility.

"We apply pioneering technologies to our airplanes and services based on the needs of the marketplace," said Randy Tinseth, director of Product and Services Marketing, Boeing Commercial Airplanes. "These investments mean more value for our customers and passengers, which is why Boeing leads the industry with exciting new airplane developments in every size category."

Boeing offers a complete line of world class, efficient airplanes ranging from 100 to well over 400 seats, and the company's legacy includes airplanes such as the 707, 747, and 777 that have brought dramatic improvements to air travel.

The central focus of Boeing product development efforts is the study of new technologies that can be applied to the full line of Boeing jetliners, as well as the 7E7 "Dreamliner."

The keys to the development of the 7E7 "Dreamliner" are the same as the initiatives that are being pursued across the board: airplane efficiency, economics, passenger comfort, reduced emissions and quiet operations.

"Our investments in the future must not be limited to just new airplanes, we also must continue the enhancement of our current product line, incorporating appropriate new technology and more capability," Tinseth said. "This means more value for our customers, as we work with them in leading the industry with exciting new airplane developments in every size category."

The work that Boeing and our technology partners have conducted, including the examination of new configurations, propulsion, manufacturing processes, flight-deck technologies and advanced materials and systems, will provide incremental benefits as they are incorporated into new airplane variants.

Updating on the development of the 7E7 "Dreamliner," Tinseth said that Boeing is making excellent progress on a number of fronts.

"With the 7E7, Boeing continues the tradition of leading the way -- using innovative technology to advance the future of flight with revolutionary new products," Tinseth said. "The 7E7 will be the next great advancement in flight, offering a new world of possibilities. It will be a new sensation for passengers, a new model of success for airlines, and an environmental leader."

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