Boeing Invites the World to View the 787 Premiere

Boeing [NYSE: BA] will broadcast the Premiere of its newest technologically advanced passenger jet - the 787 Dreamliner - to viewers around the world.

The 787 Premiere will be carried live and in nine different languages on Sunday, July 8, at 3:30 p.m. PDT or 10:30 p.m. GMT via satellite and Webcast. To view the Webcast, viewers may log on to www.boeing.com or www.newairplane.com.

Boeing will broadcast the Premiere to more than 45 countries using 35 satellite TV networks. Satellite television subscribers may tune in the following channels, depending on their satellite service provider: Specific channel or frequency information can be found on the Premiere Web site.

U.S. and Canada

DIRECTV satellite 4S/8, Channel 576
Text
Dish Network satellite EchoStar #8, Channel 9601
Text
IntelSat Galaxy 11 K15 Analog
Text
IntelSat Galaxy 11 K20 Digital

Mexico and South America

Satmex 5 K19, Digital 9Mhz
Text
IntelSat Galaxy 11, K20 Digital

Europe and the Middle East

Eutelsat, W2 Digital
Text
Eutelsat Atlantic Bird, AB1F5BE Digital

Asia

AsiaSat Direct-to-Home (DTH) Service
Text
AsiaSat 2 XP 2B, Channel 3 and 4, Digital

South Pacific

Optus, B3 Digital (Eastern Australia and New Zealand)
Text
Intelsat 12 (Western Australia)

The 787 Premiere will be broadcast in Arabic, Chinese, English, French, German, Italian, Japanese, Korean, and Spanish.

Leading up to the 787 Premiere, Boeing will debut a special series of videos to celebrate its 7-Series family of airplanes - the Boeing 707, 717, 727, 737, 747, 757, 767, 777 and 787. The videos, along with fact sheets on each airplane, are historical perspectives of the 7-Series of commercial airplanes, showcasing the wonder and glamour of flight since the 707's debut in 1958.

Matching airplane model numbers to the dates, Boeing will launch one video per day leading up to the 787 rollout - beginning June 30 with the 707 and continuing through July 8 with the 787. The videos will be available on the 787 Premiere Web site, which can be accessed via Boeing's Internet home page at www.boeing.com.

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