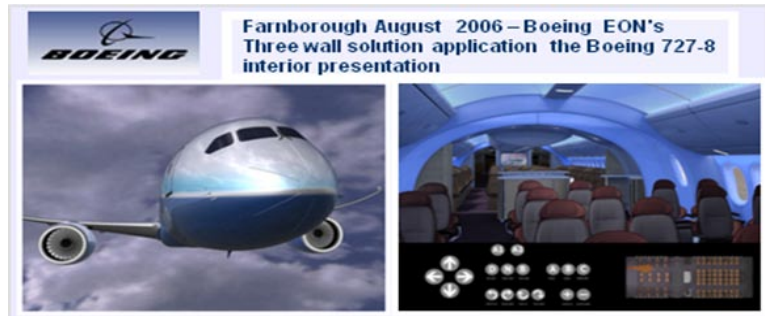


Boeing

The Problem and Challenge for Boeing was:

- To develop photorealistic interactive sales and marketing applications and cost effectively generate animations and high quality printing.
- To roll out event marketing displays & large format kiosks using engaging virtual reality based solutions.
- To establish a unified corporate branding approach to product presentation across various departments.
- To get improved sales and marketing retention based on the capability to virtually explore the aircraft.



EON solved Boeing's problem:

- Developing sales & marketing application solution for several Boeing commercial aircrafts, including 787 Dreamliner, 747-8 Intercontinental and the 777.
- With three screen solutions (software, application and hardware integration) that were developed for Farnborough exhibition.
- And with several follow up applications that have been selected including Interactive 3D solution to switch between 747 and 737-8 & demonstration of Boeings new turbulence reduction solution.

The EON Solution gives Boeing many Key Benefits. Boeing can now:

- Have a consistent product sales presentation approach.
- Use the easy to use application that requires no specific instructions for their 3D photorealistic and holographic, real-time and interactive sales and marketing applications that resonates with Boeing's profile.
- Engage prospects and media not only in a product presentation but in the entire aircraft experience.
- Scale and reuse their content. The created content is designed for reuse in various formats including initially internet, PC & laptops and on auto stereo displays, Multi wall environments, 3D stereoscopic screens and Icubes.