

Bombardier

Problem/Challenge:

- Facilitate telling a compelling story about the Learjet 60XR and Challenger 850 launch
- Internet enabled sales application for the sales force in the field
- Application that resonates with Bombardier leader profile
- Interior lay out configuration capability
- Opportunity to differentiate from the competition
- Informative and exciting



EON Solution:

- Bombardier selected the EON I-Catcher™ Stereoscopic solution
- Large screen Display by touch screen
- EON Server software option enabled
- Web application version developed based on EON Viewer
- Tablet PC version developed based on EON I-CUBE for VIP presentations

Key Benefits:

- Improved sales and marketing retention based on the capability to virtually explore the aircraft
- Consistent product sales presentation approach in the field on a laptop and on the web
- 3D Photo realistic and holographic
- Real-time and interactive
- Capability to interact, explore
- Application that resonates with Bombardier profile
- Engaged prospects and media not only in a product presentation but in the entire aircraft experience

Geneva, May 5 2006 – Bombardier uses EON's Large Immersive Display EON Icatcher solution for their launch