



**THE e-ENABLED
AIRLINE, AIRPLANE, FLIGHT DECK, CABIN**



Commercial Airplanes

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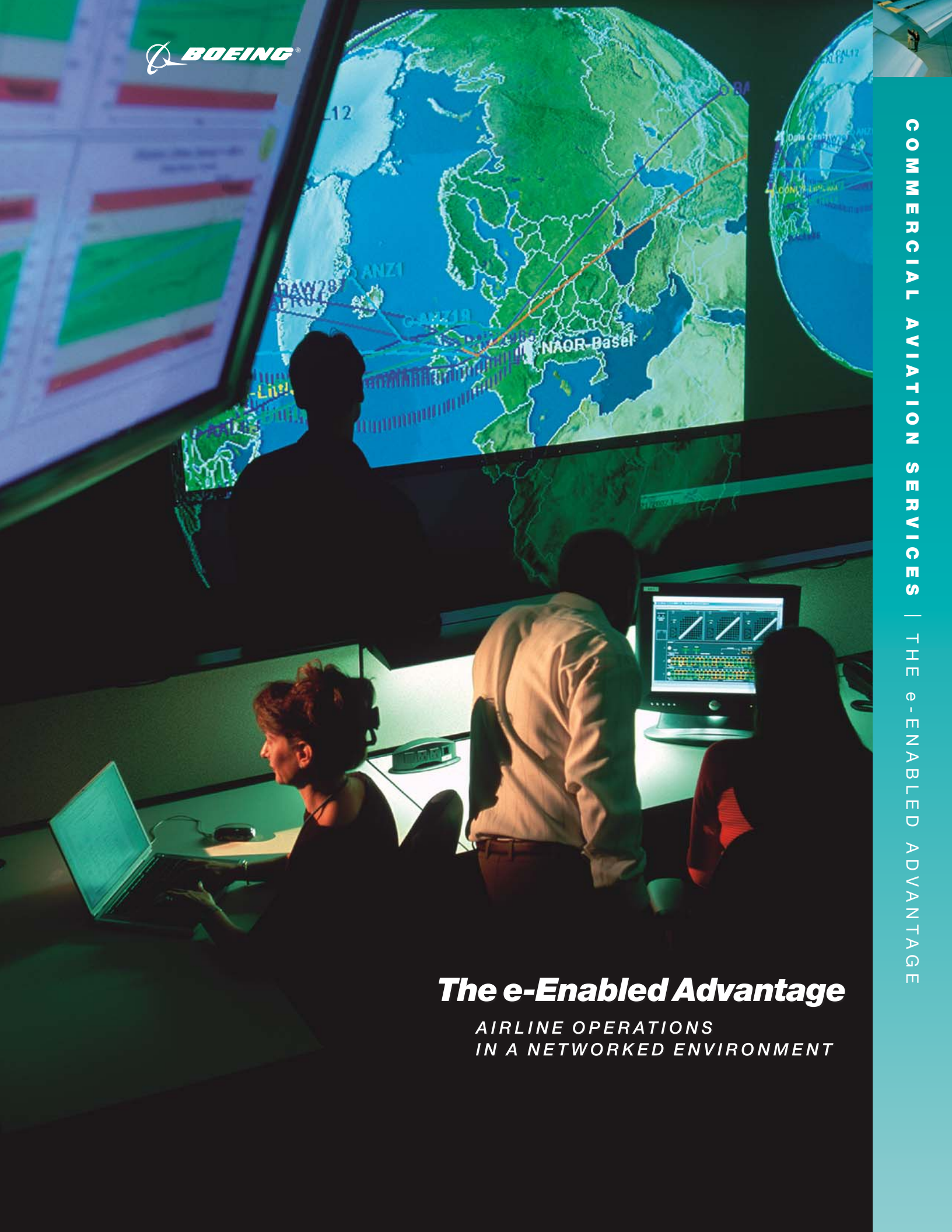
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Commercial Aviation Services

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COMMERCIAL AVIATION SERVICES | THE e-ENABLED ADVANTAGE

The e-Enabled Advantage

AIRLINE OPERATIONS
IN A NETWORKED ENVIRONMENT

e-Enabled Advantage

A VISION OF THE FUTURE NETWORKED ENVIRONMENT

EXPERIENCE THE POWER OF NETWORKED OPERATIONS.

In the not-too-distant future, airlines will routinely invoke the power of integrated information and communications systems to reach new pinnacles



of operational efficiency and market presence. Boeing calls it the e-Enabled Advantage. We're coordinating the expertise of our entire company to give the airline industry a future in which people, airplanes, assets, information systems, knowledge applications, and decision support tools work

together seamlessly. The Jeppesen Electronic Flight Bag, SBS International Crew Scheduling and Management software, Connexion by BoeingSM, and Boeing Airplane Health Management signal the dawn of a new age, when airborne and ground-based operations are linked in real time to enable people to achieve the extraordinary every day.

Unprecedented enterprise efficiencies from an advanced information systems infrastructure.

The infrastructure necessary to e-Enable your enterprise is a complex system of systems that will channel the wealth of information generated by airplane avionics, your airline operations centers, airport and air traffic managers, weather services,



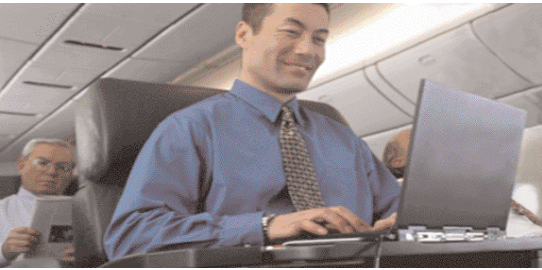
and regulatory agencies directly to the people who use the information, at the instant when that information is most useful.

A new generation of visualization tools and decision aids will enable you to create robust flight plans, revise and optimize schedules in real time, and all but eliminate unscheduled maintenance.



A flight experience that earns passenger loyalty.

The e-Enabled airline enjoys double advantages in attracting passengers



and sustaining passenger loyalty. The same Connexion by Boeing technologies that link the airplane with the airline enterprise also deliver real-time, high-speed connectivity directly to the passenger. From the comfort of their seats, passengers can tune in to their favorite web-based radio and video programs, follow live sporting events, choose from a list of premium entertainment options, exchange e-mail and instant messages with family and associates, send and receive documents and files, play video games, or shop for gifts and souvenirs on the Internet. Travel



plan alterations—whether due to flight delays or simple changes in passenger plans—are no longer a disruption when onboard and ground-based information systems interact, enabling passenger service agents to arrange new itineraries and deliver new tickets en route to the destination.

With all the arrangements settled before the airplane touches down, passengers can relax and enjoy the travel experience.

Freedom from the disruptions that drain earnings.

Information is only as valuable as your ability to act upon it. The e-Enabled Advantage integrates powerful visualization tools and decision aids to help you incorporate the latest information from throughout the network into dynamic planning. You gain the power to interrupt the cascade of unforeseen events before they become costly schedule disruptions. On the flight deck, the Jeppesen Electronic Flight Bag (EFB) gives flight crews a sharper strategic picture of where they are, where they are going, and what is waiting beyond the horizon.



Connexion by Boeing can keep planners and air traffic managers aware of the airplane's situation and capabilities. Connexion by Boeing's onboard server—matched with Boeing's CNS/ATM applications, simulation and analysis products from Preston Aviation Solutions, crew management applications from SBS International, and Boeing's Integrated Airline Operations Center project—will present managers and planners with prioritized alternatives for unforeseen developments, ushering in a new era of fully informed decisionmaking.



The route to avoid unscheduled maintenance costs.

Boeing's Airplane Health Management service takes advantage of high-bandwidth information flow to give the e-Enabled airline the ability to monitor engine and airframe systems information across the entire fleet in real time. Engineers and maintenance personnel will be able to examine system behavior while the airplane is in flight, quickly determine whether repairs can be deferred until the next scheduled maintenance, and inform the airline operations center whether necessary repairs can be completed at the destination without disrupting the flight schedule. In fact, engineers often will have enough information to recommend preemptive replacement of dispatch-

critical components before a system failure can result in schedule delay or economic impact. The e-Enabled Advantage lets you have the parts, personnel, and procedures for a repair waiting at the gate, so your passengers don't have to.



The e-Enabled Advantage helps airlines reduce operational costs, earn passenger loyalty, promote airline brand awareness, and develop new revenue streams. The e-Enabled airline's greater schedule reliability, enriched flight experience, and hassle-free arrivals and departures give passengers new reasons to fly.



Find out how the e-Enabled Advantage can reduce costs and enhance revenue opportunities at your airline.

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