

A man in a dark suit and light shirt is captured mid-jump in a field of tall, dry grass. The background is a bright, hazy sky with soft, white clouds. The overall tone is optimistic and forward-looking.

SOMETIMES CHANGE REQUIRES A LEAP OF IMAGINATION.

AIR TRAFFIC MANAGEMENT. Today's initiatives will not fully meet tomorrow's needs. That's why we're working with aviation leaders around the world to create a safer, more secure, and far more efficient system. We plan to access the information from flight management computers to get a forward-looking picture of flight paths. We will fully integrate current networks to link pilots, controllers, and airlines for strategic decision-making. And by supplementing ground-based systems with satellites, we will provide global coverage. It's the kind of solution you would expect from a company with experience in large-scale systems integration. It's the kind of solution you would expect from Boeing.



Boeing is dramatically altering how the aviation industry thinks about air traffic management. Current modernization plans are substantial but do not go far enough to fully accommodate the expected growth in air travel. This ad, part of a series of three, was developed to encourage air transportation stakeholders to think beyond traditional boundaries when considering the next-generation air traffic system. The series of ads will run through 2003.