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SOMETIMES YOU NEED AN IDEA AS BIG AS THE SKY.

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 modernizations plans are substantial but do not go far enough to fully accommodate the expected growth in air travel. This ad, one in a series of three, was developed to help convince government air traffic service providers and the law-makers who provide funding that fundamental change is urgently needed. The ads began appearing in 2002 and will run through 2003.