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Help Wanted: Design the Airline Passenger Experience of the Future

Mukilteo, Wash – Aug. 18, 2008 – The Future of Flight Aviation Center & Boeing Tour is showcasing a new feature which will use visitor input to help shape the future design of airliner interiors. Beginning immediately, The Boeing Company is gathering visitor feedback on how airliner interiors of the future could look and feel. Visitors now will be able to book a seat on the **Shape the Future** tour at the Future of Flight Aviation Center & Boeing Tour.

Included on the **Shape the Future** tour, which lasts two hours, are a brief guided tour through the Future of Flight Aviation Center's gallery, a passenger research session lasting approximately 20 minutes in the Passenger Experience Research Center (PERC) and a visit to the Boeing 747, 777 and 787 assembly lines. PERC is located in the Future of Flight Aviation Center's gallery and is used by Boeing Commercial Airplanes to study reactions from the flying public to various airplane interior concepts and innovations. This is more than just a tour—results validated in the PERC actually influence airplane design. For example, passengers who eventually fly on the Boeing 787 Dreamliner, scheduled for entry into service in the third quarter of 2009, will experience new concepts in air travel that were tested in the PERC just a few years ago.

The Future of Flight Aviation Center is a unique learning center that engages people in the process of innovative thinking and encourages visitors to experience the marvel of commercial jet aviation and production. It celebrates the historic accomplishments of the last 50 years since the first flight of the Boeing 707 and highlights the technological possibilities for powered, winged flight during the next 50 years.

The 73,000-square-foot Future of Flight facility includes a 28,000-square-foot Aviation Gallery with interactive exhibits and displays, 9,000-square-foot, rooftop observation deck overlooking Paine Field, Boeing Tour Center, conference space for 250 people, special event space for groups of up to 750 people, a 240-seat theater, 125-seat café, Future of Flight Store and Boeing Store.

The Future of Flight Aviation Center also features Aviation Zones with hands-on exhibits, videos, graphics and interactive stations where visitors can design their own airplanes. The facility also encompasses The Boeing Tour – the only public tour of a commercial jet assembly plant in North America.

The Future of Flight is located at 8415 Paine Field Blvd. in Mukilteo, Wash., just a few minutes north of downtown Seattle. **Shape the Future** tours are offered Monday - Saturday between now and October 15. The Shape the Future tour begins promptly at 12:30PM. Visitors are asked to arrive at least 15 minutes early for registration and check-in. Tickets may be purchased online in advance at www.futureofflight.org or by calling 1-800-464-1476. Cost for the **Shape the Future** tour is \$15 for adults, \$14 for seniors (65+) and active duty military, \$9 for children under 16 (children must be 4 ft. tall to take the Boeing Tour).

For more information, visit www.futureofflight.org.