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## GE “MINE FLIGHT” WOWING PASSENGERS AT TORONTO PEARSON

TORONTO (October 10, 2012) – Thousands of passengers traveling through Canada’s busiest airport terminal this fall are experiencing flight in a different way – in a mine, like a bird.

It’s all part of the entertainment brought about by GE Canada’s Mine Flight, an interactive, gesture-controlled board that creates a fully interactive 3D “flight” experience at Toronto Pearson Airport, Terminal 1. Players fly through a virtual mine, using their arms (outstretched like those of a bird) and bodies to dive into various elements of the shaft.

Players collect points along the way, and their scores are ranked.

The Mine Flight display is the first of its kind for GE in North America, and only the third world wide.

“Mine Flight is proving to be a wonderful attraction,” said Freeman White, Vice-President Sales Development for Clear Channel Outdoor, which worked with GE Canada to activate the installation. “Terminal 1, which welcomes 9.4 million passengers annually, is the perfect location for GE to showcase its business story in the mining space.”

Mine Flight was developed and executed in cooperation with GE’s creative and media partners, BBDO and OMD, along with Belgium-based agency Brandfirst, which created the game.

“Mine Flight is another fabulous entertainment feature for passengers with long dwell times,” said White.

Everyone is invited to experience Mine Flight at the domestic departure area of Terminal 1, and post scores and photos to Twitter or Facebook using the Mine Flight hashtag #GEMineflight.

Clear Channel Outdoor (NYSE:CCO) is the world’s largest outdoor advertising company with close to one million displays in over 50 countries across 5 continents. In the United States, the company operates over 200,000 advertising displays and has a presence in 48 of the top 50 Designated Market Areas. It also operates airport, rail, and mall advertising businesses worldwide. Its’ Canadian subsidiary, Clear Channel Outdoor Company Canada, operates airport, spectacular, mall, transit and specialty media and is a leader in Canadian Out-of-Home advertising.

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