

# THE DIRECTV STARSHIP



## A Unique Media Platform:



### One Of A Kind

First airship in North America and currently the only one in the world with (2,100sf) LED screen.

### Dynamic Exposure

Capable of displaying full motion, full color TV quality video day or night.

### Built Like No Other

30 feet longer and 40% larger in volume (Helium content) than the Goodyear Blimp.

### Live Event Coverage

HD Aerial Camera System provides live coverage of major sporting events.

### Real Time Action

30' x 70' screen can also display live video action, concerts, highlights, scoreboards, promotions, interviews, etc.

### Impossible To Miss

Reach large, captive, target audiences with "impossible-to-miss" video marketing platform at highly affordable rates.

### High Profile

Deliver high-profile brand messaging directly overhead passionate sports fans in fun environment.

### Custom All The Way

Flexibility to customize promotions by region, by sport and day of the week.

### Scheduled Coverage:

