

“Breakthroughs in Possibility”

How technology will redefine the “impossible” within the next 100 years

The Concept

We believe certain goals to be unreachable because they defy scientific laws. Time travel, immortality and perpetual motion cannot be. There's no such thing as unlimited energy. Teleportation? Forget about it.

But not so fast. Those “laws” are merely expressions of our understanding, at any given moment, of how the universe works. When new scientific findings shatter what we know and human creativity finds new ways to think about old problems, the impossible becomes possible. Thanks to Boeing's dedication to human ingenuity and advancements in science and technology, we are now on the verge of epochal breakthroughs that could change life as we know it over the next 100 years.

To bring this idea to life, WP BrandStudio will create groundbreaking custom content that showcases how Boeing's innovation is redefining the impossible.

We'll tell the stories of three key breakthroughs in possibility through immersive, multilinear narratives that could include rich media articles, AR-enhanced* 3D digital models, interactive infographics and sourced and original photography.

The breakthroughs are:

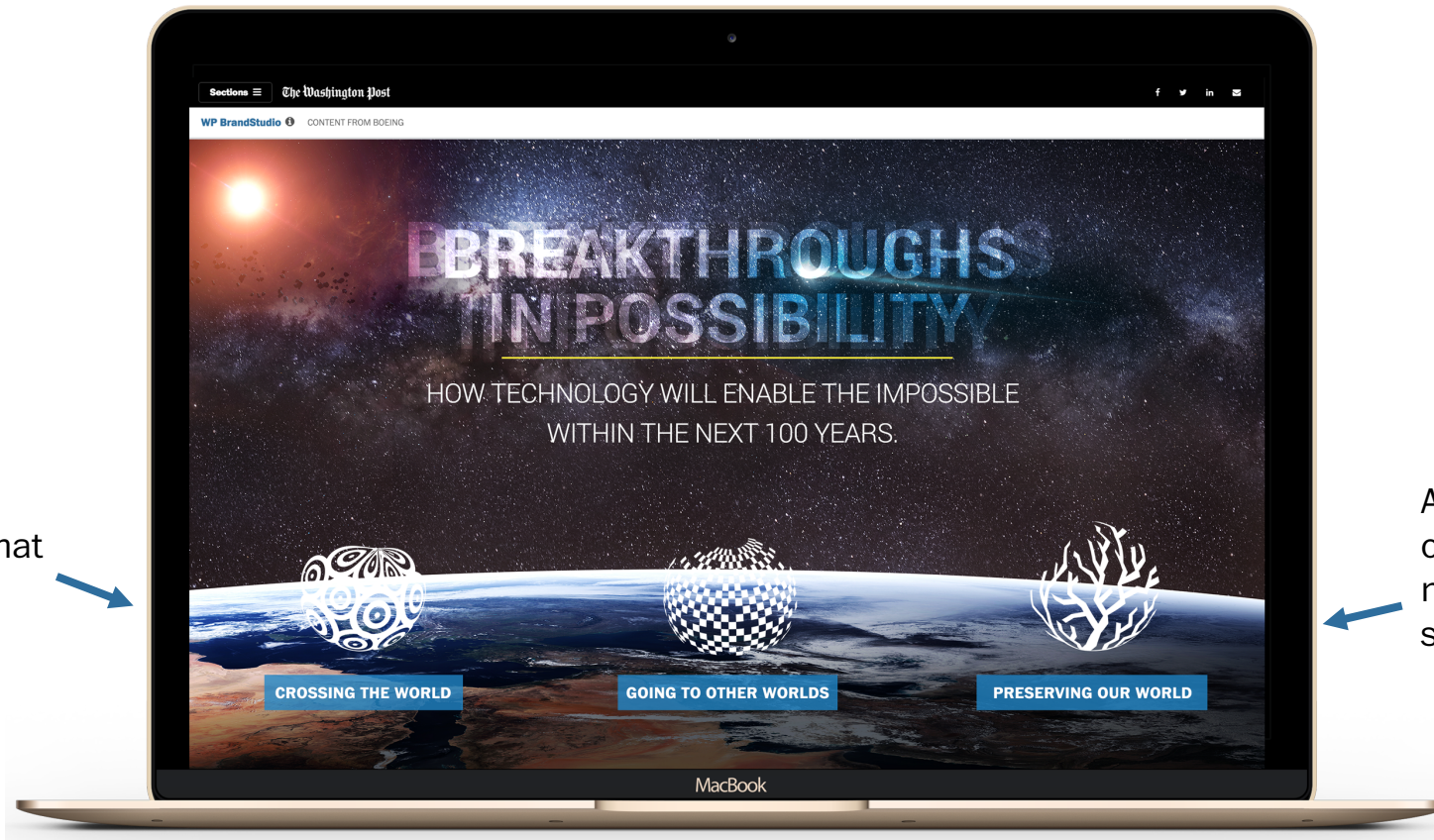
- 1) **Crossing the world:** We'll be able to navigate the globe at speeds never before imagined, making it possible to transport people and goods in life-changing ways
- 2) **Going to other worlds:** From probes that can explore earth-like worlds to physical travel to Mars, we'll be able to expand human horizons beyond our planet
- 3) **Preserving our world:** To ensure a future of abundance and prosperity, we'll be able to power the world with 100% renewable energy

*AR will require additional investment from Boeing

The Experience

A visually enticing splash page offers readers access to the immersive narratives as they are launched.

Readers select the breakthrough narrative that they want to explore



At the initial launch, only one option will appear on this screen; new icons appear as each subsequent narrative rolls out

Mock is for illustrative purposes only

Content Details

Our multilinear narratives will explore the benefits these remarkable breakthroughs bring and examine their applications in the public and private sectors.

Crossing the world: This narrative looks at groundbreaking innovations in transportation. We'll see how travelers will fly between New York and London in 20 minutes aboard Mach 10 aircraft; how commuters will go from San Francisco to LA by land in a half hour via Hyperloop; and we'll experience how unmanned craft like the Boeing Echo Voyager allow us to safely explore our oceans' uncharted depths.

Going to other worlds: In this execution, we'll look at how aerospace industry breakthroughs, such as the Boeing X-37 "space plane" and the Boeing Space Launch System for NASA, are providing key stepping stones to interplanetary travel to Mars and beyond.

Preserving our world: The power to run our businesses and homes is increasingly derived from sustainable sources. This narrative probes how close we are to an economy fully powered by renewables like wind, solar and geothermal energy, and the role played by innovations like Boeing's solid oxide fuel.

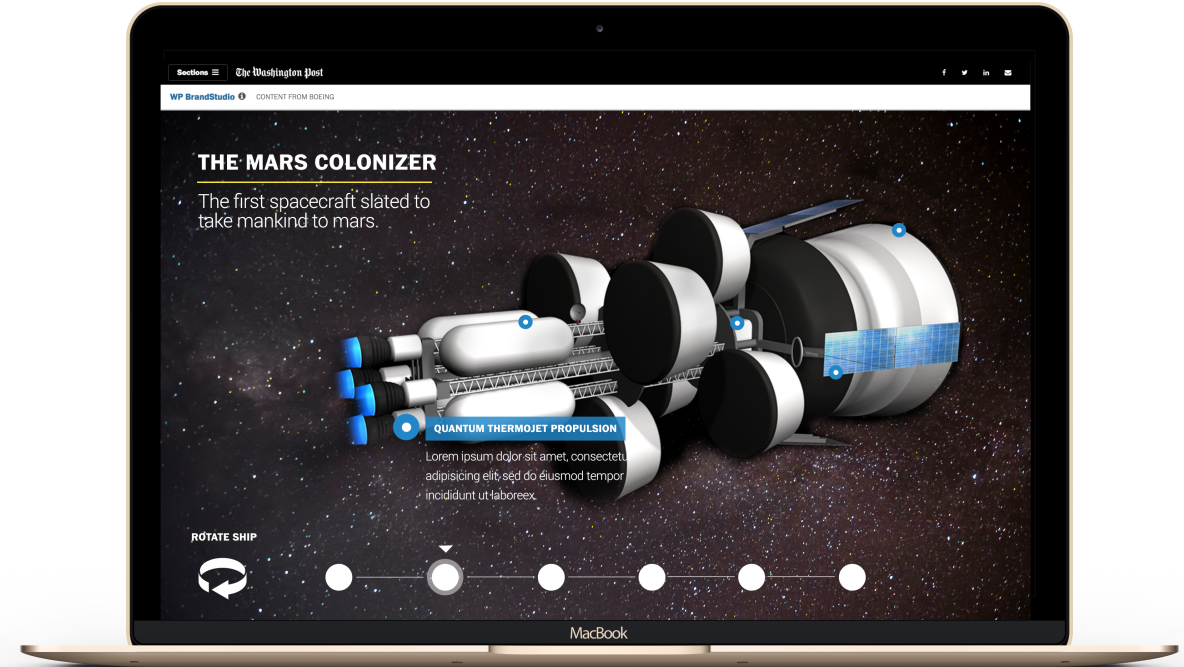
Sample Breakthrough

Going to Other Worlds

In a rich-media narrative, we'll explore how interplanetary travel could become a reality, thanks to innovations like ion and cryogenic propulsion. We'll look at how the effort alone could yield significant advances—from new energy sources to medicines compounded from extraterrestrial elements—and touch on innovations that have happened to date (cryogenic rocket fuel) as well as those that are still to be solved: (a workable planetary reentry vehicle, practical Gamma ray shielding).

We'll interweave elements such as images and photographs of astronauts in training, interviews and quotes from mission planners and 3D interactive models. In addition, the mobile experience could be AR-enhanced* to allow readers to further explore the rendering.

*AR will required additional investment from Boeing



A 3D rendering of the type of spacecraft likely to carry the first manned mission to Mars lets readers explore and learn about its features.

Mock is for illustrative purposes only