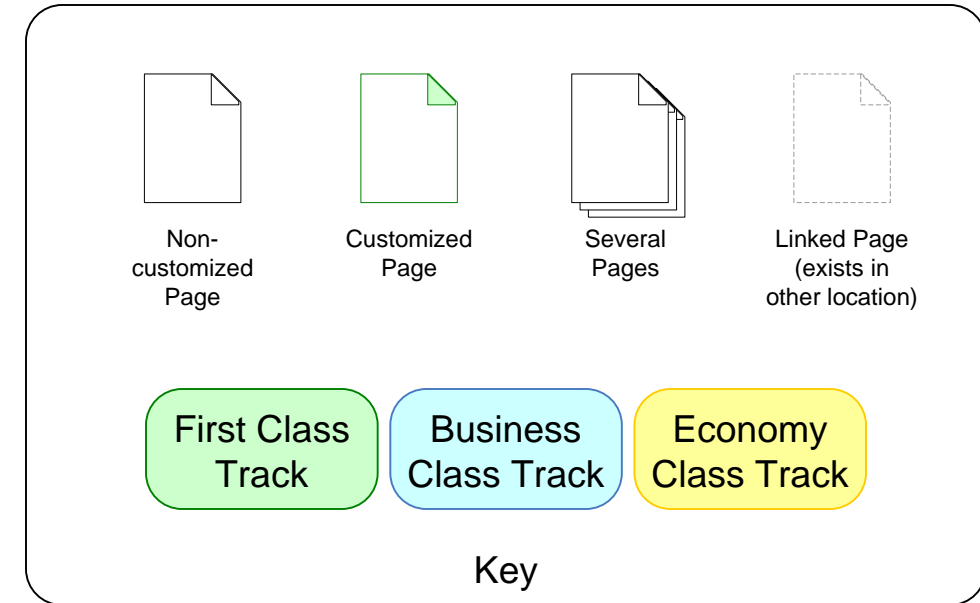


Emirates Experience

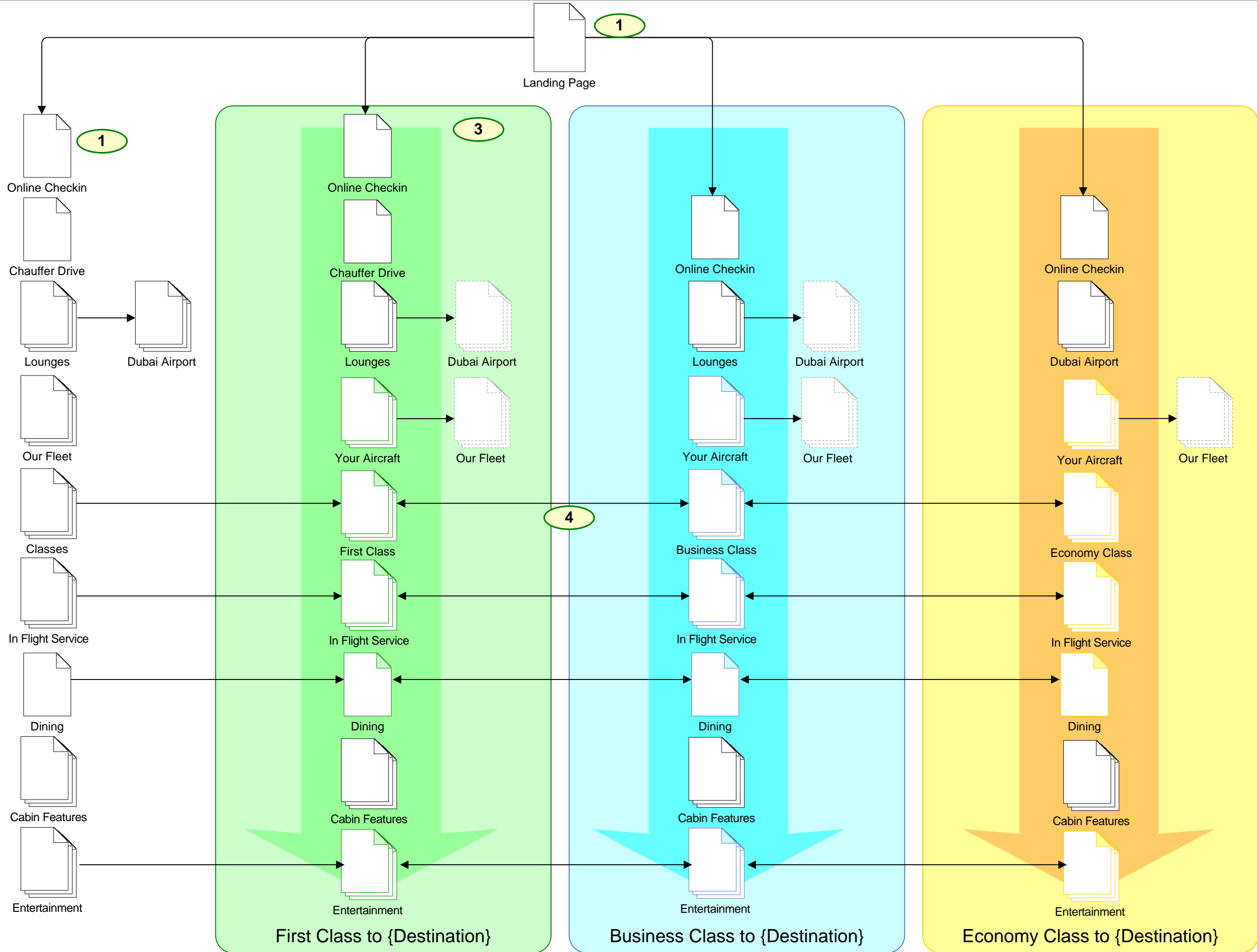


Submitted By: Atmosphere BBDO

Submitted To: Emirates Airlines

Dated: 5 December 2008

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|----------|---|
| 1 | On the landing page, users can explore different offerings in the section or they can 'experience an Emirates flight' by providing a destination and a class. |
| 2 | Generic information applicable to all is retained and offered in a traditional navigation system. |
| 3 | <p>The users who choose a destination/class a customized click-through experience is created, giving detailed information about their flight such as the aircraft, the seating they will have, the entertainment options etc.</p> <p>This experience is presented in a simplified, magazine like format which the user can click through.</p> <p>Since each page will be built by permutations of {class} x {destination}, a wider net of pages will be created which will score higher in the search engine rankings since they will be seen as more specific.</p> |
| 4 | <p>At points along the path where the distinction between service classes is notable, users can 'peek' at other classes to compare and contrast the service level they have chosen.</p> <p>In addition, all pages will include links to the booking engine to facilitate purchases.</p> |