



2014-09-17

CinMedia Bi-monthly Newsletter (September-2014)

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      <a href="http://www.cinmedia.com/" target="_blank"></a><br /><br /><p style="margin: 0; padding: 0; color:#000; text-align:
justify;font-size: 15px;line-height: 150%;"><b>CinMedia Bi-monthly Newsletter
(September-2014)</b></p><p style="margin: 0; padding: 0; text-align: justify;font-size:
15px;line-height: 150%;"> <br /> Dear Valued Customers, <br /><br /> Cinmedia Bi-
monthly Newsletter is now published!<br /> The newsletter includes corporate news,
promotions events and industry news that you just cannot miss, helping you to get the
contour of the latest marketing trend of high-end consumers through our in-flight media.
<br /><br /> Stay tuned with us!<br /><br />CinMedia </p><br />
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      <p style="margin: 0; padding: 0; font-size: 16px;color: #3333FF; text-
decoration:underline; font-weight:bold;"> CCTV-Outlook new program launched</p><br
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      <p style="margin: 0; padding: 0; text-align: justify;font-size: 15px;line-height:
150%;"> CCTV-Outlook is going to launch a new program – “Local Specialty” (), integrating CS
media platforms including in-flight magazines, in-flight TV and on-line television. The
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new program aims to discover the richer context of traditional Chinese culture.
CCTV-Outlook has long been developing new programs – the first time being “Discover Chinese beauty” was well-received from the public, whereas the Chinese Folk Song contest has become the country’s annual grand event.</p>

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<p style="margin: 0; padding: 0; font-size: 16px;color: #3333FF; text-decoration:underline; font-weight:bold;"> HKA Awarded SKYTRAX World’s Best Improved Airline</p>

<p style="margin: 0; padding: 0; text-align: justify;font-size: 15px;line-height: 150%;"> Hong Kong Airlines(HKA) was awarded by SKYTRAX as “The World’s Best Improved Airline”; and was awarded as a 4-star airline for 3 consecutive years. SKYTRAX is one of the most authoritative groups of research advisors in air transport industry. Since 1999, SKYTRAX has been holding the annual global customer satisfaction survey; the “SKYTRAX World Airline Awards” is an industry benchmark of high authority amongst all. </p>

<p style="margin: 0; padding: 0; font-size: 16px;color: #3333FF; text-decoration:underline; font-weight:bold;"> CA provides the only New Zealand flight service from Taiwan</p>

<p style="margin: 0; padding: 0; text-align: justify;font-size: 15px;line-height: 150%;"> Being the Taiwan’s only airline to provide flight service to New Zealand and the only Skyteam member to extend the network to the South Island of the country, China Airlines(CA) foresees prosperity in Australasia business and tourist market. China Airlines now have three A330-300 flights per week between Taoyuan – Sydney –

Christchurch, providing 30 business class seats and 277 economic class seats in each flight. With the original Sydney/ Brisbane – Auckland flights, CA’s flight to New Zealand totaled eleven. </p>

<p style="margin: 0; padding: 0; font-size: 16px;color: #3333FF; text-decoration:underline; font-weight:bold;"> CS maiden direct flight to New York</p>

<p style="margin: 0; padding: 0; text-align: justify;font-size: 15px;line-height: 132%;"> August 6, 2014 marks the date when CS started her maiden direct flight from Guangzhou to New York. This also marks the first direct flight service from South China to the east coast of America. Recently, CS strives to extend the “Canton Route” so as to provide more convenience to travelers, with the opening up of Changsha – Guangzhou – Frankfurt and Moscow – Wuhan – Guangzhou new route.
From now on, CS got 3 direct flight destinations in total in North America market: Los Angeles, Vancouver and New York. </p>

<p style="margin: 0; padding: 0; font-size: 16px;color: #3333FF; text-decoration:underline; font-weight:bold;"> CE is one step closer to provide Wifi in the sky</p>

<p style="margin: 0; padding: 0; text-align: justify;font-size: 15px;line-height: 150%;"> China Eastern(CE) is now one step closer to provide wifi during flight – the trial wifi test flight between Shanghai and Beijing has been carried out successfully. Satellite technologies were used in order to make the high speed data transfer possible. However, mobile phone cannot be switched on still according safety regulations; only notebook and tablet are allowed to access internet through wifi inside the cabin.</p>

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