Full stadiums, enthusiastic crowds, flashy colours, historic and new iconic buildings, rock music, theatrical lighting and, above all, outstanding athletic performances. Sport was clearly at its best during the London 2012 Games. Every jump, every stride, every muscle, every drop of perspiration is now captured on super HD TV cameras. Sport in stadiums or on front of a TV is, more than ever, a captivating and totally emotional experience.

Christophe Dubi
Sports Director at the International Olympic Committee (IOC)
Why?

- Fantastic competitor experience
- Opportunity to learn and develop our sports
- Bringing air sports to a wider audience

Huge media interest

Major TV networks on site
Presentation

- Selection of sports
  - Close to the audience
  - Easy to understand
- Venue layout
- Audience focus

Parachuting: Canopy Piloting

Paragliding: Accuracy

Aeromodelling: Indoor Aeromusicals
Sport is entertainment