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### **3 ready to "take off" at the Airport**

3 promotion has created another amusing gimmick. At the Departures Hall of the Airport, a series of 3 advertising billboards featuring a slogan "take off" and a little girl's thrill of joy are on show. This perfectly portrays the cheerful mood of tourists. More importantly, it implies that 3, a wonderful world of video mobile communications, is getting ready to "take off"!