

## WEMBLEY ARCH CUNNING STUNT

### THE PROJECT

EE launch the worlds first 4G enabled live streaming camera at the home of football, Wembley – in an amazing stunt.

### CLIENT'S BRIEF

Make the impossible possible. With their very high standards of security and a worldwide public image to maintain getting this project approved by Wembley was a huge challenge for all involved. The team however was relentless, hard working and professional to the end and over several months we managed to conquer the ever present issues and of course Wembley Arch! The planning work required a keen head for heights and thankfully with previous experience we were ready for action, which included multiple helicopters.

### THE RESULT

In case you missed it...a roaring success which reached all corners of the globe within hours.

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