

### Jet Aviation rebrands Midcoast

Jet Aviation (stand 3797) has brought North American Midcoast facilities under its company banner. The Swiss company's fifth addition to its US portfolio was Midcoast's recently renovated St. Louis facility in Cahokia, Illinois. Jet Aviation has expanded aggressively in the USA and has launched a jet card product, Privileged Travel. Part of the profits from sales of the card will go to The Heart Truth an awareness campaign for women sponsored by the National Heart, Lung, and Blood Institute.

### Condensed safety

Baldwin Aviation (stand 1792) comes to NBAA offering a slimmer version of its safety packages. The company's BAI Lite is a condensed program that offers key operating manuals, core tools such as its Safety Barometer package, and access to BAI's online resources, for \$7,000. The company says insurance industry underwriters have endorsed the program.

### Skyshield documentary

Aircraft are grounded, but rarely across an entire continent. The most recent mass grounding came after 9/11. However, last weekend saw the 45th anniversary of the largest previous grounding of aircraft in the USA, a NORAD exercise called Skyshield II. The documentary Skyshield: This is Only a Test by Roger Mola has now been released.

### ARC addition

Multi Service Aviation (stand 4226), an industry leader in the fuel card market, is the latest premium service to be added to Globalair.com's online Airport Resource Center (ARC) (stand 5557). ARC attracts more than 250,000 aviation-related visitors a month with its resource of data especially valuable to pilots.

### Legacy reaches Pinnacle

Pinnacle Aviation Charter recently added a Legacy 600 to its Las Vegas fleet. The company says it bought the jet because of increasing demand on the West Coast.



## API wheels on its expansion

Aerospace Products International (API – stand 615) comes to NBAA on the back of expansion to its global network, client list and range of offerings.

Last month the First Aviation Services subsidiary achieved FAA approval to perform aircraft wheel overhaul. This certifies the company to perform full MRO services on aircraft wheels manufactured by Aircraft Braking Systems and Goodrich. It is applicable to a variety of corporate aircraft including Cessna Citations and Hawkers.

The distribution and supply-chain specialist has also been expanding its international network with new distri-

bution facilities in Shanghai established in June and Luton in the UK in July.

“At NBAA we’re showing people how our Electronic Supply Program can fit into their business and help them either improve efficiency or increase availability of their aircraft,” said Paul Fanelli, president and chief executive of API.

“Part of the program is auto-replenishment, so that when a company hits a minimum level, then we automatically restock their shelves. It also manages shelf life, so you can get a quick view of how much shelf life is left in a certain product.”

# Bose and Clark set to go head to head

## Phil Nasskau

Two of the biggest names in headsets go head to head with the latest technology at NBAA.

Bose (stand 1247) is showcasing its Aviation X flightdeck headset, while David Clark (stand 3336) is also exhibiting its top-end headset, the X11 ENC.

Both headsets offer active electronic noise reduction and are designed for pilots whose aircraft typically generate noise at lower frequencies.

### Result

The result of actively reducing noise is less strain on the pilot as essential radio calls are clearer and easier to understand.

On-ear headphones are traditionally less effective at physically blocking passive noise because these rely on exerting pressure and a seal around the ear.

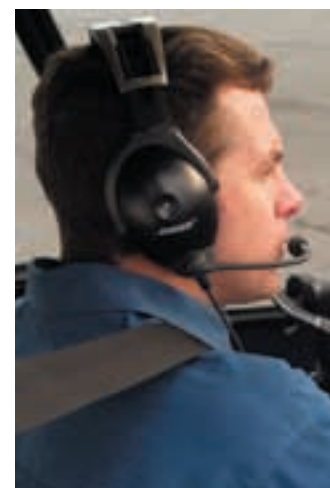
The underlying principle of the Bose Active Noise Reduction (ANR) and David Clark Electronic Noise Cancelling (ENC) requires



David Clark's X11

three elements – a speaker, a microphone and electronic circuitry.

The microphone senses low-frequency noise inside the ear cup, which is sent to the electronic circuitry, where the electronic and audio equivalent of Newton's third law occurs – an equal and opposite signal is created that the



The Bose Aviation X

speaker and weighs 120z (340g). It can be panel mounted and powered, or can run on batteries.

The X11 weighs the same as the Bose set and is also battery. It can be panel mounted, and Clark says it can also be used in conjunction with an iPod or as a cellphone hands-free kit.

Retail price for the X11 ENC is \$865 (€681), but it is available from most dealers for \$799. The Bose Aviation X retails at \$995.

## Europeans look for US investors

Regions from Europe's Atlantic seaboard are coming to NBAA with the message that they are prime locations for US aviation companies to invest.

The 13 regions in France, Portugal and Spain are exhibiting under the banner of Euratlantic at NBAA (stand 3276).

Euratlantic say its regions offer special expertise in mechanical engineering and materials for aerospace applications, the focus for over two-thirds of their businesses in the sector and priorities for their universities and research institutions.

Hosting six Airbus production sites, it says it has demonstrated a shared commitment to taking the lead in the sector, achieving new progress with effective action to pool resources in industry, research and education.

## Test your cholesterol

High cholesterol is a danger for everyone – and at NBAA this year you can find out just how high your levels are.

Stop by MedAire's stand (2090) for a free test. Results are available within 5min and can be discussed with one of MedAire's on-site medical professionals.

According to the American Heart Association, results will fall into three categories – desirable (less than 200mg/dL), borderline high risk (200 – 239mg/dL) and high risk (240 mg/dL and over).

“Serum cholesterol must be tested in everyone since it cannot be predicted based upon a person's level of fitness, diet, or heredity alone,” says Dr David Streitwieser, medical director at MedAire.



## Universal search for landing sites

Universal Aviation and Weather (stand 209) is presenting its 2007 UVTripPlanner tool, which lists everything from runway dimensions to caterer listings.

It is available as a paperback print version or as a CD-Rom, with a web-based version currently in development. The CD version adds an extra element of utilization by having a city centre search function. It allows the user to search for landing sites of any size within a certain radial distance of a city centre and information that can be considered critical to short-notice or fast-turn-around trips such as medical evacuations.

The database contains more than 25,000 airport, heliport, and seaplane base landing facilities, 8,600 fixed-base operations (FBO) and handlers, nearly 15,000 hotels near airports, 2,100 caterers, more than 5,000 transport services, and more than 1,000 airport diagrams for the top worldwide business airports identifying FBO and handler locations.

For more information or to try out the system visit Universal's booth – in addition by specifying your definition of “A successful trip” you are invited to take home a complimentary copy of the CD or printed version.

## HALL HIGHLIGHTS

## Wasp buzzes for tail numbers

Airports will be able to automatically capture the tail numbers of all aircraft landing or taking off, thanks to a new wireless video and web-based system, Wasp, being shown at NBAA.

The technology developed by TTI Wireless has been successfully tested at four US airports and is now available commercially.

TTI says that as well as contributing to security, the system can help airports ensure reliable billing, gain federal funding and even track down noise abatement offenders. Tail numbers are also automatically checked

to see if they appear on the FAA or Transportation Security Administration watch list. If so an electronic alert can instantly be sent to local and federal agencies.

The most recent test was at Flagler County airport, Florida, where the system was installed in June. A representative from Flagler said that before installing the Wasp system, night-time traffic could not be monitored due to a lack of manpower. However the system provides around-the-clock monitoring without the need for additional staff.



Cary Brown of Heliflite.

Good business is  
a work of art...



Guanxi (trans): Chinese business is all about good relationships. It's not what you know - it's who - and how you treat them... This premise is encapsulated in the concept of Guanxi. Good business relationships are fundamental to success in this region.

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## Heliflite kicks the jams out of traffic

Cary Brown - exhibiting at NBAA for the first time on stand 5424 - is convinced that a lot of business aviation customers are missing a trick.

Brown's company Heliflite is based at Newark, New Jersey and provides rotorcraft charter in Manhattan and the surrounding region.

"We see people flying in to Teterboro stepping from the Gulfstream into their limos to get into Manhattan. That journey can take up to two hours. In our Bell 430 it takes less than 15 minutes."

Brown believes that once a passenger uses the helicopter transfer, "they wouldn't go back to road. If they are flying in a business jet then they already know the value of time and convenience. What we provide is the last stage of that journey."

A lot of Heliflite's work covers private transfer from Kennedy, La Guardia, Teterboro and Newark with Manhattan or Connecticut and the Greater New York area. And the company is expanding.

"We were the first company to offer fractional ownership and now have two fully owned Bell 430 helicopters in operation and another well on the way. The company has another Bell 430 and a Sikorsky S-76 for charter and support work.

One of the company's 430s is on display on the Bell stand (5425). "People can get an idea of the quality of the cabin," Brown says.

## Aircraft Cabin Systems premieres new screen

Aircraft Cabin Systems (stand 1371) is debuting its new 24in (58mm) LCD screen for use in aircraft cabins, describing it as ready to show high-definition TV (HDTV) content.

Weighing less than 15lb (7kg), the 16:10-aspect-ratio screen offers a resolution of 1,920 x 1,200 pixels over an area of 20.5 x 12.9in, and viewing angles of up to 176°. ACS's own CrystalTint anti-reflection and anti-glare coating also enhances viewability. Mean time between failures is put at 20,000h.

The new screen is the latest in the company's line of LCD and plasma monitors. Available sizes include 10.4in, 15in, 18.1in, 21.3in, 24in, 32in, 42in and 47in LCDs, and 42in and 50in plasmas.

Aircraft types equipped include the Boeing BBJ, Bombardier Challenger 604, Global Express and Lear 60, Cessna Citation and Gulfstream II and V.