

Spidertracks Aviator and S3

AIRCRAFT TRACKING company spidertracks has launched their next generation of aircraft emergency location system, specifically designed for GA pilots. The company has been a leader in the use of satellite based tracking since launching their first portable tracking device in 2007, utilising the Iridium network and making tracks viewable via the internet. In 2009, an SOS alert system named spiderwatch was released, which automatically sends emergency SOS messages within minutes of an accident if the tracking device stops sending position updates. This approach greatly enhanced alert reliability due to not being reliant on hardware in the aircraft to activate the alert.

The new spidertracks Aviator is promoted as a complete safety solution that turns on automatically and tracks the aircraft from take-off to landing, with position reports sent via the Iridium satellite network to a new Aviator website. This new generation of product from spidertracks includes new software, new hardware and new pricing plans, with the whole package having been designed especially for aviators.

New Software

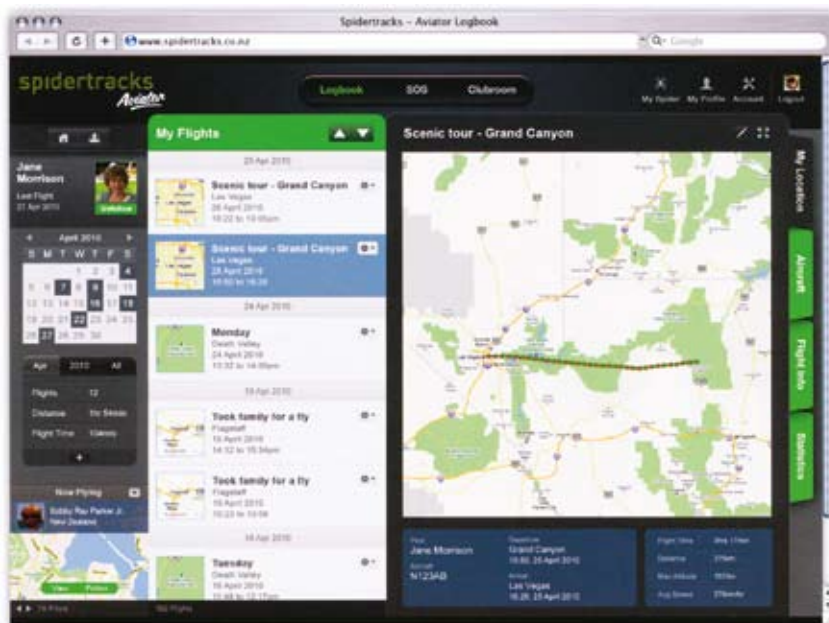
A new Aviator website has been designed on social networking principles to let pilots share selected flights and their love of flying with other aviators. This website is free and open to pilots who aren't spidertracks customers but who want to follow other pilots who have opted to share their flights.

Spidertracks General Manager Rachel Donald says that because spidertracks is software-based, it opened up opportunities to develop a whole new product. "We thought, we're gathering this information for our clients – what else can we do for them? How could they have fun with it?" On the new Aviator website pilots can record and share their flying experiences with other pilots. "We wanted pilots to be able to share their love of flying."

Aviator includes an online logbook that automatically updates how far you flew and for how long. Pilots just fill in the details

and can upload photos to add to the flight. Spidertracks keep a permanent record of every flight made that can be reviewed any time and your flights can also be followed by others in real-time, when you're flying. Pilots can opt to share their tracks with others and on other social network sites like Facebook, or "follow" pilots who have made their flights public.

A second part of the site, named Clubroom, is a forum where like-minded pilots can create or join 'groups' for discussions and to share flights and information. Rachel says that spidertracks



The new Aviator website includes pilot logbook and social networking functionality.

hope pilots will use the Clubroom as a channel to communicate with other pilots from all over the world and as a resource for their own flight planning. "For example, if I wanted to go flying somewhere new, I could search for pilots from that area, view their flights if they've made them public, and ask them questions about where to fly based on their local knowledge."

New Hardware

Spidertracks Aviator is being launched in conjunction with a new spider tracking device, the S3, which is smaller and lighter than its predecessor. Spidertracks S3 is designed to sit on the instrument panel of a light aircraft and still be portable. It has a built-in antenna and keypad and is powered by auxiliary power. The unit looks "designed" and will integrate well with the most elegant of existing instrument panels.

The new system also offers a number of other features including automatic take-off and landing text and email notifications and



The new S3 hardware with built in antenna and keypad will compliment any instrument panel.

the ability to send four pre-programmed text or email messages from the air via satellite, providing for easy communication with the ground when outside cell or radio reception coverage.

New Pricing Plans

The S3 hardware currently retails at USD995. New subscription pricing plans have been designed to allow pilots to select the best value package for the number of hours they fly. These include pre-paid and post-paid options, starting from as low as USD10 per month. Some of the pricing plans include discounts on

the S3 hardware price.

For example a "regular flyer", in the air for 8 hours per month could choose a one year contract at USD15 per month, receive a USD100 rebate on the S3 price, and pay no other fees except for hours tracked in excess of the included 8 per month. On this plan, each additional hour would cost approximately USD4.50 depending on the position update frequency.

Spidertext is a separate system and has additional activation and texting fees.

FleetPro

The existing spidertracks offering will continue to be sold under the new name of Fleetpro. Fleetpro has additional functionality making it ideal for managing aircraft fleets.

For more information

Contact spidertracks by phone on 0800 461 776, by email: info@spidertracks.co.nz or visit www.spidertracks.com