

# PRESS RELEASE

## LAUNCH OF REVOLUTIONARY AVIATION PRODUCT

Kinetic Avionic Products Limited is launching the SBS-1, a Mode-S/ADS-B receiver that allows users to detect and track transmitting aircraft at ranges of up to 250 miles.

Mode-S employs airborne transponders to provide altitude and identification data, with ADS-B adding global navigation data typically obtained from a GPS receiver. The Civil Aviation Authority (CAA) requires aircraft to be Mode S equipped for flights operating as General Air Traffic (GAT) in designated UK airspace from March 2005 and for all categories of flights in all other airspace from March 2008.

David Goodman, C.E.O, conceived the SBS-1 receiver during a conversation with colleagues, Keith Frewin and Derek Rowe. Goodman says, "As well as being experts in the fields of hardware and software, the three of us are private pilots with a long interest in aviation. It was whilst discussing global Mode-S projects that we realised there was a market niche for a cost-effective Mode-S receiver."

What Goodman and his team came up with is a well-designed product that utilises the latest electronics technology to provide a compact, robust and affordable receiving unit. When connected to a standard desktop or laptop PC running the specialist software Kinetic has produced, it provides the user with a virtual radar screen showing the location and details of transmitting aircraft within detection range.

Goodman adds, "This is an exciting and versatile product that can play a role across many market segments, of which we will initially be targeting the small to medium sized airfield sector and the aviation enthusiast community."

John Houlder, Operator of Elstree Aerodrome, says, "This equipment will be a blessing to all the operators of the small aerodromes which cannot support a full blown radar installation. It will enable them to check that the aircraft in their vicinity are flying the correct routes which have been approved for noise abatement reasons, as well as to assist aircraft wishing to land."

Martin Lynch, founder of ML&S – a leading supplier of communication and ham radio equipment says, "This product will be of huge interest to spotters worldwide, enabling them to spot planes at distances they've previously only dreamed of. The SBS-1 combined with conventional spotting technology provides advance warning of approaching aircraft; or it can be used to allow spotting from the comfort of the spotter's own home. This product has the potential to revolutionise the interest."

To find out more about the SBS-1 system and its accompanying Basestation software, contact **Mark Maurice** on **+44 (0)20 8953 8855** or visit [www.kinetic-avionics.co.uk](http://www.kinetic-avionics.co.uk).

*(419 Words)*

### To Editors:

### About Kinetic Avionic Products Limited

Kinetic Avionic Products Limited specialises in the design, development and deployment of innovative products for the aviation community. Our pedigree is that we are umbrellaed as part of an ISO 9001-2000 company with a global customer base and have designed, developed and deployed DME equipment within the UK and overseas territories.

The use of state-of-the-art technology allows KAPL to produce compact, advanced and highly reliable, industry compliant solutions. Embracing the latest technological advances is a key part of our ethos. Our specialised team of engineers, programmers and technicians work together to produce pioneering and revolutionary products.