

TRUE NORTH

Fly. Connect. Succeed.



CONVERGENCE IN FLIGHT

Global Communications, Information and Entertainment



...more Fortune 50 business jet
owners trust TrueNorth...



OUR PASSION FOR CONNECTIVITY

At TrueNorth, we've been enabling connectivity in business jets for a decade. We lead the wide- and narrow-body business jet market, providing airborne connectivity systems to Heads of State, VIPs and high-net-worth individuals worldwide. Our passion for inflight communications means more Fortune 50 business jet owners trust our cabin communications systems than any other.

We understand the connectivity investment is an important decision, and our focus is the in-cabin experience. Business jet owners benefit from high-performance components that are beautiful, reliable, and customizable. Those who install our systems value our modular, app-based components that are highly integrated and offer a simplified upgrade path. And our systems' intuitive interfaces make it easy for aircraft operators and flight crews to manage onboard connectivity.

Reliable and innovative, TrueNorth Simphonē and Optelity product families are designed for the convergence of communication, information and entertainment on business jets. Our cabin systems deliver high fidelity voice, GSM and Wi-Fi capabilities, throughout the aircraft for passengers and crew. Our flight deck systems are highly certified and easy to install. We give passengers and crew seamless connectivity from their lives on the ground, to their lives in the air. You'll find our equipment installed on aircraft around the globe.

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THE SOFTWARE-DEFINED AIRCRAFT

Our vision at TrueNorth is to make inflight connectivity a simple proposition for business jet owners, operators and dealers.

It is undeniable that people with communications systems on their business jets are more effective, and productive in their business and personal lives. This is why we believe that the connectivity equipment on a business jet shouldn't limit how passengers or crew stay connected.

Enabled by new software applications and mobile devices, cabins and cockpits are rapidly evolving. The result is significant growth in connectivity capabilities, and the convergence of communications, entertainment and information on the aircraft. This coalescence of technology and capabilities is where TrueNorth excels with systems built to grow and evolve with the ever-changing software-defined aircraft.



CONVERGENCE AND BUSINESS JET OPERATORS

Airborne connectivity in the business jet has become a must, and operational requirements are changing. The convergence of communications, information, and entertainment in the cabin adds complexity, while regulations coming into force bring new safety requirements.

TrueNorth understands the complexity of airborne communications in the cabin and the flight deck. This is why our

Simphonē and Optelity families of inflight communications systems are straightforward to operate.

Intuitive interfaces means managing cabin connectivity is hassle-free. With a small footprint and high compatibility, adding FANS-1/A capability is less complicated than you might expect.

Simphonē and Optelity components are highly integrated, have a small footprint, and the highest levels of certification.

What makes our systems unique is that they are app-based.

This means they can be upgraded without having to be removed, and use software to adapt to new standards and technology. What this means for you is happy passengers and crew, and a lot less to worry about.




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Happy passengers and crew,
and a lot less to worry about.

BUSINESS JET OPERATORS





Take your lifestyle
with you when you fly.

BUSINESS JET OWNERS

CONVERGENCE AND BUSINESS JET OWNERS

WHAT IT MEANS FOR YOU

Communications, information and entertainment are converging in the cabin. At TrueNorth, we understand your need to be connected, and the desire to take your lifestyle with you, wherever go. Staying on top of what matters lets you be effective and in control.

The most convenient way to stay in touch is with your own mobile phone. TrueNorth Simphonē Mobile GSM allows you board the plane with your device and leave it on. Send a text, or take a call with your own phone, using your own mobile number—no extra app. Best of all, the people who need to reach you, can—with your usual number.



Mobile devices in business jet environments may not provide ideal sound quality. This is why we built the TrueNorth Stylus phone. Our phones are stylish, and have high fidelity sound, for that face-to-face conversation feeling. Even better, Stylus phones can be customized to complement every cabin. Our corded and Wi-Fi versions have simple interfaces—so making calls is a snap.

TrueNorth in-cabin communications systems give you the ability to take your lifestyle with you when you fly.

As a business jet owner you can trust that we are one step ahead. Your business jet shouldn't limit the devices you want to use inflight.





FOR DEALERS

CONVERGENCE AND DEALERS

Requirements for the aircraft cabin and cockpit continue to change. The convergence of communications, information and connectivity in the cabin means passengers want their aircraft to be just like their homes and offices. And newly enforceable FANS-1/A standards for safety communications mean additional upgrades.

At TrueNorth, we've been designing airborne communications systems for a decade. We understand the aircraft environment. This is why our Simphonē and Optelity system families are highly

integrated, requiring fewer installed components. Our standard ARINC 600 form factor combined with key interfaces, like FXS/FXO, CEPT-E1 and ISDN results in a complete communications solution, simplified upgrades and less time trouble-shooting. Our FANS-1/A System is a standalone component, compatible with many popular FMS brands and requires no configuration.

Simphonē, Stylus and Optelity products are backed by support that is second to none, and our systems are certified on the most popular aircraft types. What this means for you is less time installing and configuring, and more time for other activities.

TRUENORTH SIMPHONĒ COMMUNICATIONS FAMILY

THE CONVERGENCE OF PERFORMANCE AND FLEXIBILITY

TrueNorth Simphonē components are the backbone of our connectivity solutions. The Simphonē family includes cabin and cockpit communications systems that are highly integrated, lightweight, and modular. App-based, the components offer high performance, straightforward installation and a simplified upgrade path. These features are critical to dealing with the convergence of communications, information and entertainment in the modern business jet.

Let them talk and text with Simphonē Mobile GSM. This solution allows passengers and crew to use their own mobile phones to text and talk inflight—no extra app required. With more than 300 global roaming partners, people on the ground can use the usual mobile number. Simphonē Mobile GSM is compatible with all quad-band phones, and supports Wi-Fi enabled smart phones.

Efficiency meets safety with TrueNorth Simphonē FANS-1/A DataLink Unit^{Plus} (DLU). FANS-1/A is an important ingredient in flying better routes while maintaining safety, because it simplifies controller-pilot communication and reduces communications error. Our DLU is a standalone component with TSO certifications from the FAA, Transport Canada, and EASA.



TRUENORTH SIMPHONĒ AND
OPTELITY SYSTEMS ARE HIGHLY
INTEGRATED AND MODULAR



TRUENORTH OPTELITY

COMMUNICATIONS PLATFORM: CONNECTIVITY CONVERGENCE

TrueNorth Optelity is our newest family of connectivity components. A communications platform, Optelity could well be the last communications system an aircraft will ever require—for life. Powerful next generation technology is integrated in to a small, lightweight package providing high performance, straightforward installation and upgrades.

Optelity Care is an innovative idea for the onboard communications world. Modeled after the aircraft engine-ownership blueprint, three levels of Optelity Care mean predictable maintenance costs for communications systems. No more costly surprises, and the system keeps pace with passenger needs.

Take control with Optelity Valet. Communications, information and entertainment converge in the software-defined cabin. Valet will transform how passengers listen to music, watch a movie, connect to what's important and even make a call. It's designed and built for the aircraft environment and features a high definition touch screen for the ultimate in functionality.

TRUENORTH **Optelity**

TRUENORTH STYLUS HANDSETS

THE CONVERGENCE OF STYLE AND PERFORMANCE

The cabin is a personal oasis, designed to bring the passenger's lifestyle on the ground with them wherever they fly. TrueNorth Stylus phones set the standard in cabin communications luxury, through the convergence of performance and style.

Stylus phones come in both corded and Wi-Fi versions and are the only truly customizable phone in the aviation market. Contrast or **match the phone to**

the business jet's interior, and feel the quality materials. Stylus phones offer high fidelity sound for **face-to-face quality conversations**. Built from high quality materials, Stylus handsets are stylish, have **intuitive interfaces** and are compatible with the TrueNorth MyStylus App. MyStylus lets passengers use their own phones through the onboard Wi-Fi.



Stylus Wi-Fi handsets have **smart battery management**, location and configuration technology to keep uptime at an all time high. Even better, Stylus phones are lithium-ion free, **easy to install and upgrade** and make every cabin look beautiful.



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