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# Press Release

## Aspen Avionics Launches Online Customer Gallery

### Aspen Pilots Share Photos and Experiences of Flying with the Evolution Flight Display

**Oshkosh, WI, July 28, 2009:** Aspen Avionics has recently launched an online community where its more than 2,000 customers can post photos and comments about themselves, their airplanes, the installation process and their experiences flying the Evolution Flight Display System. The Aspen Customer Gallery, located at [www.aspenavionics.com/customergallery](http://www.aspenavionics.com/customergallery), currently contains over 50 profiles of Evolution owners and their aircraft, and is growing rapidly.

Aspen asked pilots to provide information in three areas: a few sentences about themselves and the kind of flying they do; a before-and-after description of their aircraft panels; and their experiences flying with the Evolution Flight Display. Customers were also invited to upload images to the Customer Gallery – of themselves, their aircraft and their panels; many provided “before” and “after” photos of their panels as well.

Building on the success of the company’s dealer and customer web sites, the customer gallery is the next step in establishing a truly interactive, online environment for Aspen customers.

“General Aviation is a culture of pilot communities, from type clubs to local “alphabet chapters” to fly-ins,” said John Uczekaj, CEO of Aspen Avionics. “Aspen continues to foster and support those organizations and activities, both in person and online. We’ve been pleasantly surprised to see from their Customer Gallery postings how passionate and loyal the Aspen community is becoming.”

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In addition to providing a forum for Aspen pilots to share their experiences, the Customer Gallery also serves as a place where potential customers can read about the real-world flying experience of owners who have installed the Evolution Flight Display into an aircraft just like their own. Aspen's Customer Gallery postings are grouped by aircraft make and model to make it easy for owners to see how the Evolution will work with their particular aircraft and existing panel.

The company decided early on not to edit the customer comments, but rather to post them as they were received, even to the point of leaving spelling, sentence structure and punctuation untouched. Most Aspen pilots are identified by first and last name and registration number of their aircraft, though they also have the option to post anonymously if they choose to do so.

"We want our Customer Gallery to be both genuine and open. We believe there's nothing more authentic than pilots writing honestly about their flying experiences—and then signing their names to it," said Brad Hayden, Aspen Avionics Director of Marketing.

In the email inviting customers to participate in the Gallery, Aspen encouraged customers to speak the truth, even if that meant a negative review.

"What we are seeing from customers' comments is that even when they had some type of issue, either with the installation or with the system itself, Aspen's 'no-nonsense' warranty policy combined with our award-winning support services always resulted in a happy ending," said Uczekaj. "When a customer's system is not working, our primary concern is to get it fixed and to get the customer flying again as soon as possible. We can worry about the why and how it happened afterwards."

To visit the Aspen Customer Gallery, please visit [www.aspenavionics.com/customergallery](http://www.aspenavionics.com/customergallery).

### **About Aspen Avionics, Inc.**

Aspen Avionics specializes in bringing the most advanced technology and capability from the commercial and business aviation markets into general aviation cockpits—and

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budgets. Our products increase situational awareness and reduce pilot workload, making it even easier and safer to fly in both VFR and IFR conditions. The way we look at it, getting the latest avionics technology shouldn't always mean spending a lot of money—on equipment or installation. At Aspen Avionics, we design products to be affordable, easy to install, and easy to own. The company can be found on the web at [www.aspenavionics.com](http://www.aspenavionics.com), or may be reached at (505) 856-5034. Print-ready images of the Evolution Flight Display are available at [www.aspenavionics.com/imagedownloads](http://www.aspenavionics.com/imagedownloads). See Aspen installations and read customer comments on the Aspen Customer Gallery at [www.aspenavionics.com/customergallery](http://www.aspenavionics.com/customergallery).