

Spectrum Marketing

Presents:

Monday News Blast!

Spectrum Marketing Associates, Inc.

May 18, 2008



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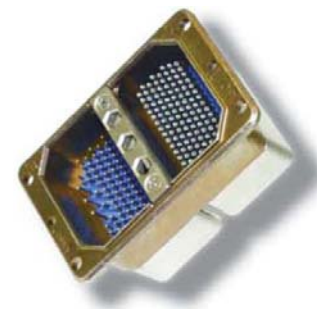


Winning Way: Aircell & Row 44

Someday soon you'll be able to read e-mails from loved ones, visit your favorite websites—or even catch up on the latest Winning Way—all while on a commercial jet traveling 500+ miles per hour. In-flight broadband services have previously been limited to certain hardware devices – such as a Blackberry. These provided only limited services like e-mail and text messaging. Connectivity was also restricted while the aircraft was on the ground and not in flight. Interconnect Solutions products have just been designed into two new aircraft passenger systems that will make broadband services, including Internet access, available during the entire flight.

Our journey to this pair of successful wins involved an extended and complicated sales process that included the prime contractors and numerous subcontractors. It required extensive collaboration between Sales, Business Development, Product Management, Engineering, Customer Service and Operations. Through the entire process, our Santa Ana and Nogales teams delivered superior technology solutions and outstanding customer responsiveness including the agility to meet very short design, development and production schedules.

Our customers are Aircell and Row 44, who both bring in-flight communications and Wi-Fi to every airline seat or passenger who utilizes their systems. Aircell's solution is a ground tower/airplane antenna communications system and Row 44 is a satellite-based approach. Aircell and Row 44 are two of only three broadband aviation service providers currently working with U.S. airlines. ICS was selected to provide custom ARINC and 38999 connector/contact solutions to Aircell and Row 44 for their respective passenger communications systems. Both connectors feature special contacts designed to transmit high-speed signals for Ethernet applications, making them especially suited for in-flight entertainment and information system environments.



It's a credit to the great work of those involved in this success that they recognized a new market opportunity, identified the leading companies and then won the lion's share of the business for ICS. These two wins increase our participation in the commercial aerospace market, which as you know is one of our key, focus markets.

These latest wins for Interconnect Solutions set the gold standard for cross-functional teams working cohesively together to achieve a common goal. From assisting the customer with a custom design to driving to meet demanding customer delivery dates, this collective effort will result in a significant advancement in state-of-the-art technology for aircraft passenger services which we all can enjoy in our future travels.