



## Media Release

July 2009

### **Jeppesen, SOLIDFX and IREX – Offer a new way to view Terminal Charts**

*Jeppesen's popular Terminal Charts are now available on the FX10 system by SOLIDFX, providing customers with an easy way to access, view, transport and maintain their charts.*

July 29, 2009 - Jeppesen, the world's leading aviation data provider SOLIDFX, LLC, a leader in digital media asset management and database organization, and IREX Technologies, a leading provider of e-reading solutions, today announced SOLIDFX's FX10 portable aviation information manager, a handheld device that integrates Jeppesen's worldwide terminal chart database, FXVIEW software and an IREX Digital Reader 1000S.

Terminal charts, chart notams, and airport information are extremely easy to view on the FX10's large 10.2" screen. Using IREX's proprietary technology, the display can be read in a wide variety of lighting conditions—including bright sunlight.

Using the custom FXVIEW software module, pilots can look up airports and specific charts quickly and place their most frequently used charts on an electronic clipboard for even faster access. FXVIEW is the first of a number of planned modules to address the needs of pilots. Jeppesen data updates are handled seamlessly through the proven Jeppesen Services Update Manager (JSUM) and downloaded directly onto the FX10.

The FX10 system can manage the entire Jeppesen worldwide database (or just your preferred region) and weighs just over one pound. It is roughly the size of an 8.5" x 11" sheet of paper and only 0.5" thick. It will slip easily into your flight bag and eliminates the need for carrying multiple heavy binders. The unit's battery lasts for up to 10 hours depending on use and can be extended even further, through separately available portable power accessories.

"Jeppesen is excited about providing a wider audience of pilots the incredible benefits of "electronic paper" charts," said Thomas Wede, Jeppesen Senior Vice President, Aviation. "The ability to effectively manage your entire chart subscription in a lightweight portable system like the FX10 reduces the potential for manual updating errors and increases aircraft payload."

"SOLIDFX saw the opportunity to apply our proven embedded database and imaging expertise to solve a problem that pilots face," said Jeffrey McDonald, SOLIDFX Chief Technology Officer and an instrument-rated pilot. "Teaming up with leaders like Jeppesen and IREX made it

possible to deliver an outstanding solution today and will enable us to continue to extend the FX10's capabilities into the future."

Because the FX10 is based on IREX's Digital Reader 1000S, the FX10 can also be used for reading e-books, newspapers and pdf files. This gives the unit a powerful multi-use capability.

"The success of digital reading has been focused on the book and newspaper market, but with the IREX DR 1000 series we provide a new generation of solutions for key vertical industries as well." said Willem Endhoven, IREX Vice President of Marketing & Business Development. "This technology allows FX10 users to take advantage of the full capabilities of digital reading as well as aviation-specific functionality,"

### **Pricing and Availability**

The FX10 will be presented to the public for the first time today at AirVenture 2009 in Oshkosh, Wisconsin, July 27-August 3, 2009. The FX10 is available for \$1595. Orders can be placed online at [www.solidfx.com](http://www.solidfx.com). Deliveries will begin on August 7, 2009. Units will be pre-loaded with the customer's first cycle of their Jeppesen eChart Reader database subscription, purchased separately.

Jeppesen eChart Reader subscription service includes Terminal Chart updates available through the internet every two weeks, a subscription to paper enroute charts, and software containing the text documents to complete the Jeppesen Airway Manual functionality. Prices vary by region—please contact Jeppesen for details.

### **For additional information:**

SOLIDFX: visit [www.solidfx.com](http://www.solidfx.com)

Jeppesen: 800.621.5377

IREX Technologies: visit [www.irextechnologies.com](http://www.irextechnologies.com)

### **About Jeppesen**

*For 75 years Jeppesen has made it possible for pilots and their passengers to safely and efficiently reach their destinations. Today this pioneering spirit continues as Jeppesen delivers essential information and optimization solutions to improve the efficiency of air, sea and rail operations around the globe. Jeppesen is a subsidiary of Boeing Commercial Aviation Services, a unit of Boeing Commercial Airplanes.*

### **About SOLIDFX**

*Based in Foxboro, MA, SOLIDFX, LLC focuses on solving problems for people who handle large amounts of data. Founded in 1999, SOLIDFX developed a customizable software component that simplified digital media asset management and sharing application development. A major photography company integrated the product into their photo organization software and the rest is history. Today that product has over 20 million users. SOLIDFX' proven high performance*

*embedded expertise enables us to develop the FX10---a practical solution with extraordinary capability.*

**About IREX Technologies:**

*IREX Technologies BV has been instrumental in pushing the frontiers of digital reading since 2001 when their team developed the electronic paper display for the Sony Librie, the first commercially available e-reader launched in 2004. Following the formation of IREX Technologies in 2005 as a spin-off company from Royal Philips Electronics, their focus on open innovation and cooperation has seen them become the world's leading provider of e-reading solutions. IREX works closely with companies and publishers to enable them to offer their content digitally to clients, subscribers and employees. [www.irextechnologies.com](http://www.irextechnologies.com)*

**Media Contacts:**

Jeppesen	SOLIDFX, LLC	IREX Technologies
Michael Pound- Corporate Communications Manager T: 303.328.4777 E: <a href="mailto:Michael.Pound@Jeppesen.com">Michael.Pound@Jeppesen.com</a>	Dona Flamme T: 508-316-8078 x701 E: <a href="mailto:dona@solidfx.com">dona@solidfx.com</a>	Text 100 Public Relations T: 212-871-4079 E: <a href="mailto:irex@text100.com">irex@text100.com</a>