

First Public Images of SJ30 Interior to Be Featured In Business Jet Interiors—*International*

The September issue of Business Jet Interiors—*International* will feature an article on Jason Castriota and his work on the new SJ30 interior. In a previous statement, Jason said, “My team and I were extremely excited and honored to work with SyberJet on further evolving their amazing aircraft.... We have a shared passion for speed, performance and quality, and our collaborative efforts reflect that.” SyberJet is pleased with the way Jason’s designs complement and highlight the SJ30’s impressive performance.

The magazine article will feature images of the new SJ30 cockpit and cabin and go to press towards the end of August. Visit www.syberjet.com or like SyberJet’s Facebook page for links to this and other upcoming articles about the SJ30.



SyberJet Sponsors Larry H. Miller Tour of Utah



The Tour of Utah is one of only four internationally-sanctioned, multi-stage, American pro cycling events, and for the first time, SyberJet sponsored the opening stage.

The 112 mile Stage 1 began at 9,600 feet, the highest of any North American cycling event this season. The top 10 finishers completed the course in just over four hours. This incredible display of human ability is a fitting parallel to SyberJet’s commitment to speed and performance.

MSC AEROSPACE



SyberJet Logo Updated as Part of Unified MSC Aerospace Branding Strategy

MSC Aerospace is a family of integrated and synergistic companies with aerospace related operations. Companies in the MSC portfolio include Metalcraft Technologies (“MTI”), SyberJet Aircraft (“SJA”), and Cedar Building Associates (“CBA”). New logos for each of these entities are shown above.

Metalcraft supports the fabrication and assembly of detail aircraft parts and aero-structures for leading aircraft

manufacturers. MTI’s association with the SJ30 started long before SJA joined the MSC family. MTI has produced 70% of the unique sheet metal parts and assemblies for the SJ30 since 1997. Other MTI customers include Lockheed-Martin, Boeing, Gulfstream, GE Middle River, Bombardier Aerospace/LearJet, Cessna and CPI Aerostructures. CBA is the real estate development and management arm of MSC.

The three companies that make up the MSC Aerospace family provide each other with significant competitive advantages in the worldwide aerospace market. Now they share an integrated logo branding theme.

SyberVision™ Update

SyberJet engineers are completing mock-up installations of the new SyberVision™ cockpit in the test aircraft. The mock-up allows pilots to interact with full-size equipment in the cockpit to evaluate ergonomic and operational aspects of the new displays and designs.

Customer pilots, the FAA, Honeywell, SyberJet company pilots and engineers provided feedback on the designs before the mock-up installation. Now pilots will sit in the cockpit and provide operational insights about the new design in its natural environment. This experience combined with the feedback from other groups will ensure that SyberVision™ is exciting and intuitive.



Developing a new overall interior design is a complicated but exciting process. The design phase starts with a concept, moves into artistic creation, and then matures through engineering and ergonomic driven design (current phase). After final development and certification, the work culminates in delivery of a superior product to the customer.

On the following page we have provided a guide detailing each design step from concept to installation to first flight.

1. Concept Phase

Input from pilots, reports of known issues, and novel features of the new avionics were considered from a conceptual standpoint. The core design objective was to build a performance-centered cockpit akin to the sleek designs featured in high-end sports cars. The resulting conceptual goal was to create a pilot and passenger experience that would be functional, intelligent and exciting.

2. Creative Phase

Based on the conceptual aspirations, the SJA team and noted sports car designer, Jason Castriota, began to brainstorm ideas on the cockpit, interior materials, textures, and color selections to create an all-new look. Artistic renderings of the proposed creations were developed.

3. Engineering Design Phase

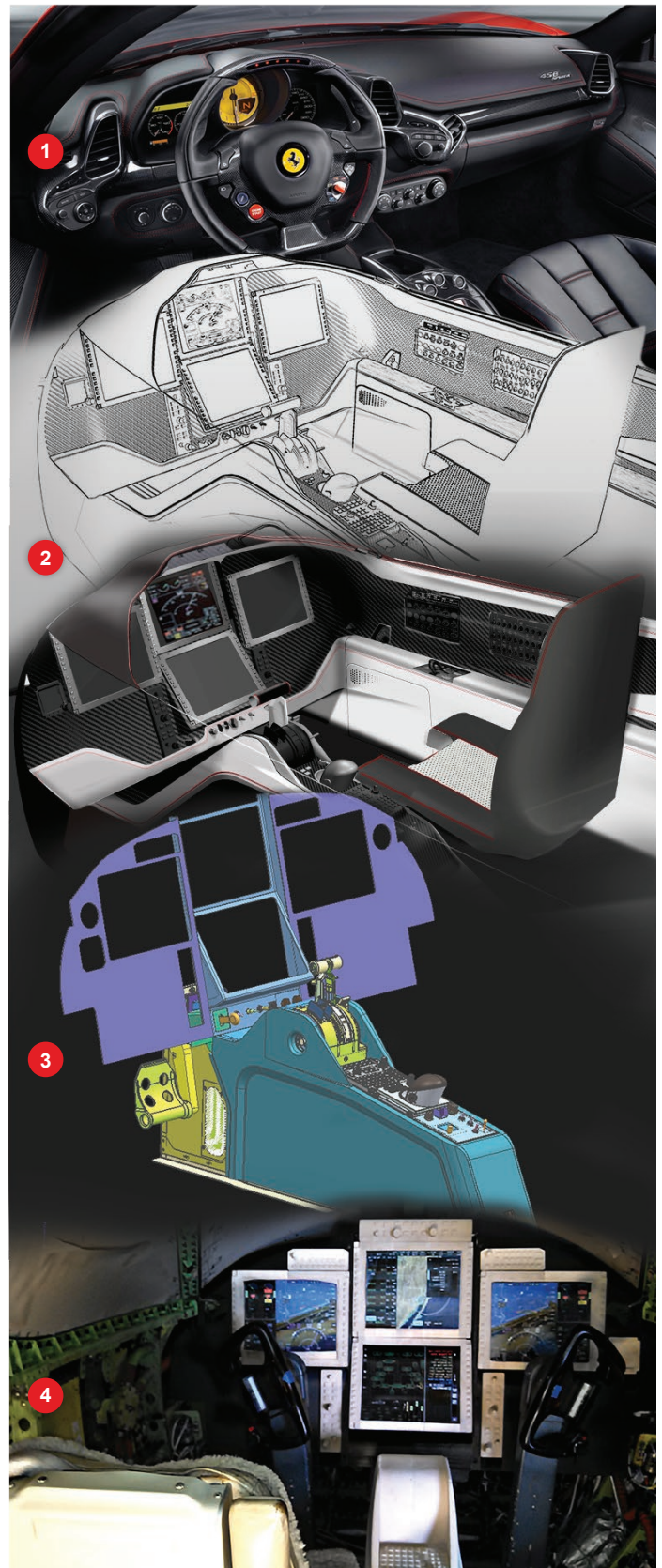
SJA engineers then reconciled the designer's artistic vision with the aircraft's required functionality and specifications. If initial designs were impractical or unfeasible, the engineers alerted the design and changes were proposed. Having an experienced designer, like Jason Castriota, ensured that this process was completed quickly in just a few iterations. Other concerns, like availability of materials, pilot evaluations and physical restraints, continued to factor into decision making and engineering phase.

4. Ergonomic Evaluation Design Phase

Design elements that are paramount to safety and customer satisfaction, like control, convenience, comfort and ease of getting in and out of the cockpit, are best evaluated after mock-ups are ready and there are actual people inside the aircraft. There is no substitute for putting a pilot in the cockpit and hearing his thoughts and impressions that can be effectively simulated. Likewise, many important ideas are generated by customer focus groups who sit in an actual SJ30 cockpit or cabin to evaluate and rate the aesthetics and functionality of the new interior design.

Next Phase:

Installation of SyberVision in the Test Aircraft





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