

Blue SKY NEWS

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THE WELCOMING COMMITTEE
PAUL BOURGON,
DIVISIONAL VICE-PRESIDENT,
ALTITUDE

Altitude User Conference 2002 SPECIAL EDITION

We are very pleased to unveil this special edition of Blue Sky News - an in-depth look back at our 3rd Annual Altitude User Conference set in the charming backdrop of Old Montreal, appropriately titled "Innovative Solutions in Historic Old Montreal: From Cobblestone Roads to Modern Aviation."

This interactive venue featuring pilots, airline executives and planners from around the world gathered with our product experts and industry specialists to discuss new product features and functionalities, technological improvements and to discover what the future holds for the *Altitude* suite of products. Billed as a forum to exchange and generate ideas, we recognize the value and importance of involving current and future product users in the development of all our products and services. Throughout the many collaborative roundtable discussions, interactive product demonstrations and open forums, the partnership between AD OPT and you - the customer - was clearly evident. Your insight throughout the year, and in particular at the user conference, enables us to develop and implement products and solutions that respond to your specific needs.

There were many highlights at this year's conference. From the social activities, AD OPT Game Show (will anyone ever forget the 10 AM poutine?) to the presentations and discussions, 2002 was a banner year. If there was one milestone, it would have to be the official launch of *Altitude's* newly restructured Training Department. The department unveiled its future initiatives - including the announcement of annual refresher courses, the *Altitude* Training Road Show and other training tools and programs - reflecting the department's new direction based on a single premise: *Education is the key to organizational success.*

To quote one of the conference delegates, "*The user conference gets better every year!*" We couldn't agree more. On behalf of the entire *Altitude* team, we look forward to seeing you next year.

Paul Bourgon,
Divisional Vice President, *Altitude*



Altitude User Conference 2002

Montreal, Canada June 3 to 5, 2002



Highlights



For those who were unable to attend, and for everyone who gained value, insight and generally just had a great time, we thought we would share some of our highlights with you:

Airline Presentation

This year we invited our airline customers to participate by presenting and sharing topics of interest with the entire group. Terry Fennessy and John Deranian of FedEx graciously accepted our invitation. Their presentation on FedEx's Flight Ops and IT Distributed Systems was undoubtedly, one of the conference highlights. Thanks for sharing your goals and approaches with all of us!

We invite all our clients to contact us for similar opportunities in 2003.



AIRLINE GUEST SPEAKER, TERRY FENNESSY, SENIOR MANAGER SPECIAL PROJECTS, FEDEX



ALL ABOARD FOR A SCENIC TOUR OF OLD MONTREAL!

British Style Double-Decker Bus Tour

What's the best way to visit a city? In style, of course, especially when you're travelling with AD OPT! Delegates toured Montreal's main attractions in a two-floor double-decker bus equipped with an open top. All that cool Montreal air made many people quite hungry... which was perfect timing as we were just about to lead our group to an exclusive Italian restaurant in Old Montreal.

AD OPT Game Show

A proven antidote to fight off early morning fatigue and learn about our products while having fun, AD OPT stirred things up by encouraging delegates to participate in the AD OPT Game Show that featured our host Scotty "The Grover" Groh. Who can forget the sight of Scott Groh in a tightly fitted beige satin tux, adorned with an Austin Powers wig and way too many flashy gold accessories? While he vows to never do it again and cringes at the mere mention of that day, we have lots of pictures and, of course we've got the show on tape, just in case we ever need to use it!

We have to hand it to the participants and to the entire audience - they were in full jeopardy mode with impressively quick, witty answers to all our challenging questions. Your competitive spirit and good humour let us enjoy the event even more than you did. Thanks to all!

10 AM Wake UP Call

How can we call a close to our game show, and truly leave a lasting impression on our guests? Leave it up to AD OPT... Much like Europe, food is at the core of Montreal's culture. To make our guests feel right at home, we pulled out the ultimate showstopper - a concoction made of home-style French fries smothered in rich gravy and topped with cheese curds - a true Quebec delicacy, we call it poutine. Sounds appetizing? It must be, as our guests scooped up every last morsel and didn't seem to mind that it was only 10 AM! It was a moment to remember, and one that your stomachs won't soon forget!

Customer Comments

We are pleased that you - our clients - have declared our conference to be a resounding success! Your feedback is always appreciated and was astoundingly positive with comments such as:

"The AD OPT team has a great energy and are all in tune demonstrating great integrity"

"I'm not sure how you could possibly top this year!"

"What can I say, great hosts!"

"Everything came together to make a wonderful experience."

"A great amount of thought went into this conference."

"A perfect mixture of fun and great information to create a great conference!"

BENOIT LACROIX, STAGE MANAGER AND SCOTTY "THE GROVER" GROH HOST OF THE AD OPT GAME SHOW



EVERYONE LOVES POUTINE!



New Customer Spotlight



Training Department News



"The Altitude Pairing system will improve our operational efficiencies by reducing the planning time required to produce daily and monthly crew pairings," swiss

A complimentary initiative, the Altitude Road Show will serve to improve your employee satisfaction and productivity - don't wait another minute, sign up today!

SWISS International Airlines



Altitude Pairing and Altitude PBS were selected to dynamically manage SWISS' airline operations. With over 6,000 crewmembers to be scheduled under one PBS system, SWISS will become the largest Altitude PBS implementation in AD OPT's history.

Crossair, the former leading European regional airline recently formed SWISS International Airlines, Switzerland's newest intercontinental airline operating over 130 aircraft and serving 126 destinations in 59 countries worldwide.

The Altitude PBS implementation will schedule over 6000 SWISS crewmembers. "Our ability to generate thousands of optimized schedules under one system is made possible through our ongoing dedication to efficiently respond to the market's needs by providing innovative product offerings," stated Tom Ivaskiv, President and CEO of AD OPT Technologies.

SWISS recognized AD OPT's dedication and unsurpassed capability to efficiently respond to the market's needs by providing innovative product offerings. "In addition to AD OPT's technological innovation and product superiority, their products deliver value through increased productivity and scheduling efficiency, demonstrating a remarkable customer-driven approach," commented Stephen Flanagan, Vice President Resources Planning and Control, SWISS International Air Lines.

"The Altitude Pairing system will improve our operational efficiencies by reducing the planning time required to produce daily and monthly crew pairings," added Stephen Flanagan.

Qantas Airways

Shortly after its official launch, Qantas Airways signed on to become Altitude's first international customer of the Altitude Manpower Planning System (MPP).

For more information on this announcement, please refer to our website at www.ad-opt.com and consult the press release section.

The Road Show goes on the road again...

Featured in the previous Blue Sky News edition, the first Altitude Training Road Show was held at Mesaba's Minneapolis crew lounge, providing crewmembers with a unique opportunity to interact with AD OPT staff and to correct any product misconceptions through simple explanations and on the spot demonstrations.

Following the staggering success of the first Altitude Road Show, a second road show was held at Mesaba's Detroit crew lounge. The Detroit crew found the four-day session extremely helpful in dismantling previous misconceptions regarding the product and supplying them with the knowledge required to enhance their productivity and satisfaction.

Geared towards providing airlines with the opportunity to receive additional support and first hand product knowledge directly from AD OPT product experts, the Altitude Road Show was conceived as a training tool designed to assist and complement the training initiatives already in place. AD OPT recognizes the drastic improvements in employee productivity that can be achieved through the Road Show, and looks forward to implementing similar training programs for all our clients.

A complimentary initiative, the Altitude Road Show will serve to improve your employee satisfaction and productivity - don't wait another minute, sign up today!



STRIKE A POSE: DARYA PAQUETTE, TRAINER AND MONIQUE DALLAIRE, TRAINING LEADER AT THE 2002 ALTITUDE USER CONFERENCE.

Refresher Training Sessions

As was announced at this year's user conference, Altitude will be offering Refresher Training sessions on the Altitude Pairing system. Focused on updating your current knowledge of the software, the refresher's main goal is, as its name suggests, to refresh your knowledge of the functionalities or system capabilities.

The response from conference delegates was overwhelmingly positive with everyone eager to participate. Geared towards all users, a personal invitation will be sent to each airline as we approach the training date.

For more information on the Road Show and the Pairing Refresher Training, please contact Monique Dallaire, Altitude Training Leader at altitudetraining@ad-opt.com.

Learn how your organization can benefit from Altitude MPP, contact AD OPT Technologies for a product demonstration today!



Online Customer Support

October 2002 **Newsletter**

We appreciate all your comments and suggestions that can help make **Blue Sky News** a useful and informative tool.

If your airline would like to be featured in an upcoming edition, please e-mail us at blueskynews@ad-opt.com

In response to the growing demand for a fast, easy and confidential way to address customer inquiries, AD OPT recently launched an online customer support service on our website at www.ad-opt.com. Through a personalized user name and password obtained from the customer support department, you can log in inquiries and product issues, subsequent to which you will receive an individual ticket number (receipt) that will serve as a reference for all follow-ups.

Unlike phone or e-mail requests, which have to be manually entered into our support management system, your request is immediately processed; enabling us to offer you faster, more efficient support. A foolproof and unbiased tool, the online support service will also serve to increase the reliability of our support procedures.

The wait is over, log on to our online customer support service right away! If you do not have your user ID and password, please contact a customer support representative today. We invite you to use our online customer support service by logging on to our website at www.ad-opt.com and selecting online customer support within *Altitude's* customer support section. For additional information on our online customer support service, email or contact Henri Lamarre at hlararre@ad-opt.com.

Fast, easy and confidential

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