



September 2003

Altitude Newsletter

03

Blue SKY NEWS

BLUE SKY NEWS is the official newsletter of AD OPT Technologies' Altitude division. Altitude is a suite of crewmember planning, scheduling and management solutions for the airline industry.

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4th Annual Altitude User Conference

IT HAS BECOME AN ANNUAL TRADITION TO PROVIDE YOU WITH A SNEAK PEAK AT THE ALTITUDE USER CONFERENCE. Each year airline delegates from around the world gather in Canada's beloved multi-cultural city, Montreal, to network with airline colleagues, AD OPT scheduling experts, optimization gurus, and software developers.

Client comments from last year include:

"I would like to say thank you for inviting us to this extremely well planned Conference. I found all the AD OPT staff to be warm, friendly and welcoming."

"Once again, bravo for the 2 days. Every year, it gets better."

"The atmosphere, the AD OPT personnel and the diverse group of users is great!"

This year we have a bigger, better event planned! In the past year, AD OPT has added a number of prestigious airlines to its growing list of client-partners, released Altitude BLISS – a solution that addresses the entire bidline process using optimization technology, and recently purchased Vancouver based, Mercury Scheduling. These exciting additions to the Altitude line-up will make for an unforgettable conference. With airline delegates from Canada, United States, Australia, South Africa, Switzerland, and United Arab Emirates, our conference theme highlights Altitude's ability to penetrate the diverse and multi-cultural needs of airlines of all sizes.

[Read more on page 4.](#) ←

Uniting the World Through Innovation

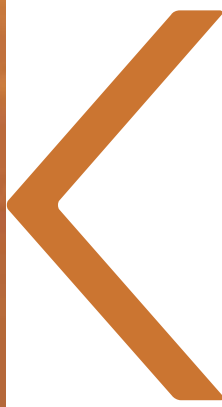
Experience the multi-cultural mosaic

Altitude User Conference 2003



AD OPT Technologies Inc.
3535 Queen Mary, suite 650,
Montreal, Quebec, Canada
H3V 1H8
Tel.: 1-514-345-0580
info@ad-opt.com
Fax: 1-514-345-0422
www.ad-opt.com

Mercury Scheduling



AD OPT's
Newest
Subsidiary



ANNOUNCED THIS PAST JULY, MERCURY SCHEDULING JOINS THE AD OPT FAMILY BY OFFICIALLY BECOMING AN AD OPT SUBSIDIARY. With over 20 years experience developing and delivering airline software solutions, Mercury Scheduling's knowledge and application of artificial intelligence will serve to compliment AD OPT's optimization expertise.

AD OPT's goal is to enhance Mercury Scheduling's ability to compete in the world market by investing in product evolution and maintaining their celebrated customer-driven culture. Mercury Scheduling's integrated suite of airline operations software includes the industry-leading crew management system, Magellan. Magellan tracks each crewmember through time in a central database, including all necessary crew, legality, and schedule information. Magellan's unique design increases the efficiency of an airline's operations by allowing schedulers to work on multiple problems at the same time, and repair conflicts quickly and efficiently.

Together, Mercury Scheduling and *Altitude* will provide airline organizations around the world with the airline operations software solutions they require. ←



President's Message



TOM IVASKIV

President and CEO,
AD OPT Technologies

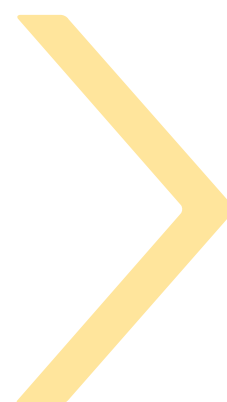
SEPTEMBER IS USER CONFERENCE MONTH! As outlined throughout this edition of Blue Sky News, the 4th Annual *Altitude* User Conference is an incredible opportunity to unite all our international clients under one roof. This highly anticipated networking occasion, provides airlines a forum in which to discuss their successes, challenges and the future of the airline industry. For more details on the conference, refer to page 4.

This edition of Blue Sky News features more than just the User Conference. We are extremely pleased to welcome Delta Connection Comair as our newest client-partner. Their selection of our industry leading *Altitude* Preferential Bidding System (PBS) continues to demonstrate the solution's importance and viability in these turbulent times. Not only is Comair our newest client addition, they will also act as an airline guest speaker at our upcoming conference.

With the Mercury Scheduling acquisition finalized, we are working diligently to integrate the subsidiary under the AD OPT family umbrella. Focused on providing airline operations solutions for small, mid-sized and regional airlines, Mercury Scheduling's Magellan (an all encompassing crew management solution focused on day of operations) has demonstrated to be an innovative solution with enormous potential. In fact, we plan to feature Magellan as part of our conference, exposing the solution to a wider audience.

And lastly, as a company founded by research scholars, we recently got a chance to return to our roots! Several months ago, as part of Montreal's Concordia University, International Aviation MBA Program, Benoit Lacroix *Altitude's* Product Development Manager was invited to present AD OPT and *Altitude* PBS to the Operations Management class. Our commitment to advance learning also gave us the opportunity to co-sponsor the "Best Student Paper" at the Aviation Management Education and Research Conference held this past July.

Enjoy the conference! ←



Mercury Scheduling is a global airline operations solutions provider for small, mid-sized and regional airlines. For over 20 years, Mercury Scheduling has developed and delivered an integrated operations suite that corresponds to crew planner needs.



Customer Spotlight: Delta Connection Comair

Cincinnati-based Delta Connection carrier, Comair operates over 900 flights a day to more than 110 cities in the United States, Canada and the Bahamas. Founded in 1977, Comair currently employs 5,500 aviation professionals and operates more than 130 regional jets. Visit www.comair.com.

Altitude's crew management solutions strike the right balance, by satisfying crew-member work preferences while facilitating an automated scheduling process. To request a demo or to learn more about *Altitude* PBS, contact blueskynews@ad-opt.com.

AD OPT IS PLEASED TO WELCOME ITS NEWEST MEMBER TO THE *ALTITUDE* FAMILY, DELTA CONNECTION COMAIR A WHOLLY OWNED SUBSIDIARY OF DELTA AIR LINES BASED IN CINCINNATI, OHIO. Comair purchased the industry renowned *Altitude* Preferential Bidding System (PBS) to schedule and manage its more than 2,000 crewmembers.

"We are pleased to welcome another top U.S. regional carrier to our customer base," said Tom Ivaskiv, President & CEO of AD OPT. "In a challenging market for IT vendors, our software solutions remain popular with organizations that require tools to maximize operational performance while simultaneously providing employees with greater control over their individual schedules."

The *Altitude* PBS system is a core solution of the *Altitude* suite of crew planning, optimization and management solutions for the airline industry. A comprehensive roster/scheduling system, *Altitude* PBS creates customized crewmember monthly schedules taking collective agreements, pre-assigned ground tasks, and crewmember preferences into account.

"AD OPT lived up to its reputation as the premier provider of crew planning and optimization software for the airline industry. With *Altitude's* ability to build superior schedules, enhance our operations and improve crewmember quality of life, we look forward to exploring additional opportunities with the AD OPT team in the future," Pat Ryan, Director, Crewmember Services for Delta Connection Comair. ←



"Through a series of benchmark tests, *Altitude* PBS systematically outperformed competing applications and generated the most efficient solution possible given our constraints."

Pat Ryan, Director, Crewmember Services Delta Connection Comair

1 AD OPT's *Altitude* division is growing in leaps and bounds. In the past few months, over 10 people have been added to the *Altitude* team in positions related to optimization and software development. Its no wonder that AD OPT has been one of Canada's Top Employers for the past three years!

2 **Virgin Blue Airlines**, Australia's low fare airline recently purchased AD OPT's *ShiftLogic* SL5 to plan, manage and optimize their 1,500 ground operations employees. "Having experienced their commitment to customer service and the product superiority of *Altitude* Pairing, we felt extremely comfortable extending our relationship with AD OPT," said Nick Brant, Head of Information Technology at Virgin Blue. ←

And now you know!

Did you know?

ShiftLogic SL5 manages operational workforce processes from one seamless, integrated application – from inputting, collecting and transferring employee data to planning, scheduling and forecasting activities – delivering a complete workforce planning solution for airline ground operations.



Events

Here's
where
we will be
in 2003



4th Annual >
Altitude User Conference
Montreal, Canada
September 8-10, 2003

Uniting the World Through Innovation

Experience the multi-cultural mosaic

Altitude User Conference 2003

PACK YOUR BAGS AND BRING YOUR SENSE OF ADVENTURE AS WE TAKE YOU AROUND THE WORLD! The 4th Annual *Altitude* User Conference will be held on September 8 to 10, 2003 at the Ritz Carlton in Montreal, Canada. This year's user conference theme "Uniting the World Through Innovation. Experience the multi-cultural mosaic," will take our invited guests on a journey across many interesting locations that our clients call home.

- Day 1** Begin the conference with the usual meet and greet. Then again, nothing is usual when AD OPT entertains! Gifts, information, entertainment and a gastronomy of delights await our guests.
- Day 2** The first full conference day is generally the busiest with multiple education and workshop sessions. This year we have expanded the keynote guest speaker slots to include two airline guest speakers, namely Comair who will discuss *Altitude* PBS and Pinnacle Airlines who will discuss *Altitude* Pairing. We have also scheduled to hear from our newest subsidiary Mercury Scheduling who will demonstrate and highlight their Crew Management System, Magellan. New to the conference, we have added workshops on *Altitude* Pairing and *Altitude* PBS where America West, our third airline guest speaker will discuss their approach to pilot training.
- Day 3** We have started an infamous tradition on the last day of the conference and kick off the morning with an AD OPT Country Challenge – a secret event to be unveiled at the conference. Let's just say there will be lots of fun, high energy and prizes for all participants! Then it's back to the airline business at hand with education and technical sessions, and new product demonstrations.

An *Altitude* User Conference would not be complete without a few surprises. All we can say is, get ready to travel the world! ✈

The biggest event
of the year is now here!

Need More Information?



"Visit our website
or e-mail us at
blueskynews@ad-opt.com"

www.ad-opt.com

AD OPT

AD OPT is a leading provider of advanced workforce planning, scheduling and management solutions. AD OPT's best-in-class applications enable organizations to quantify labor costs, enhance planning capabilities, and improve employee quality of life.

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