# Boeing Subsidiary Launches Aggressive New Market Image

## Preston Aviation Solutions Repositions as Total Solutions Provider

Preston Aviation Solutions, formerly The Preston Group, has re-branded its full range of airport and airspace management products to reinforce its market position as a comprehensive solutions provider for the global aviation industry.

As a developer of state-of-the-art aviation management software, Preston enables its customers to increase efficiency, capacity and safety by providing integrated simulation, decision support and scheduling solutions.

"Since our acquisition by The Boeing Company in 1999 and specifically joining Boeing Air Traffic Management, we have focused on developing complete solutions for the gate-to-gate management of airport and airspace," said Paul Gargett, Preston chief executive officer. "Our new branding strategy emphasizes this more integrated approach and better reflects the company's total offering to the industry."

Preston offers a range of products within its newly named suites -- Airport Solutions and Air Traffic Solutions.

The most established module of the Air Traffic Solutions suite is TAAM, Preston's Total Airspace and Airport Modeller. This software is used worldwide by leading air traffic authorities and major airlines. AADS, Preston's Aircraft Activity Display system, is a workstation-based system for the real-time display of airport and airspace operations. With its intelligent look-ahead capabilities, it is quickly becoming an invaluable tool in disruption and weather management for airport and airline operators.

The Airport Solutions suite meets a range of resource management needs within the airport environment. Modules in the suite range from optimized gate, check-in and baggage carousel allocation and sophisticated staff management systems for efficient resource utilization to PaxSim, Preston's fast-time passenger flow simulation tool, which can also assist in implementing new security procedures.

"In today's environment the aviation industry is looking to satisfy a growing number of challenges ranging from improved security to increased efficiency and decreased costs," said John Lord, chief operating officer. "Preston provides the technology that enables our customers to meet these challenges and improve their operations. We are delighted that our products are helping customers prosper in these tough times."

Preston provides leading simulation, decision support, and scheduling systems for the global aviation industry. It has developed advanced optimization and visualization technology, as well as industry expertise, to meet customer needs through innovative software systems and consulting services. Headquartered in Melbourne, Australia, the company also maintains offices in Washington D.C., Atlanta and London.

Preston is a unit of Boeing Air Traffic Management, which is developing a revolutionary approach to enhance security and safety of air traffic systems while significantly increasing capacity and retaining affordability for all users.

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For further information:
John G. Lord
Preston Aviation Solutions, COO
+1 (770) 579-1594
Sue Ryan
Marketing Manager
+61 3 9428 8899