



For more information, please contact:

David Groos
Heads Up Technologies, Inc.
(972) 407-1131 x102
dgroos@heads-up.com

**Heads Up Technologies Selected to Provide the Voice Checklist System
for
Rockwell Collins Pro Line 21**

*Voice checklists and automated passenger briefings are now
seamlessly integrated into the popular Pro Line 21.*

Carrollton, Texas --- September 01, 2009 --- Heads Up Technologies, Inc., a leading supplier of electronic solutions for general aviation and commercial aircraft, has been selected to provide the Voice Checklist Management System integrated into the Rockwell Collins Pro Line 21 avionics system for the Cessna CJ4. The new system, called the CKL550, will be ready for production in 1st Qtr, 2010.

2033 Chennault, Suite 100
Carrollton, Texas 75006-5097
(972) 407-1131 phone
(972) 407-1758 fax
<http://www.heads-up.com>

Based upon the company's patented checklist management technology, the CKL550 reads the checklist aloud to the flight crew using a digital voice – just like another crew member. The checklist items are displayed on the MFD and marked as completed or deferred by the pilot. The voice presentation reduces pilot visual workload resulting in better situational awareness and enhanced safety. Customization is possible, allowing pilots to tailor their checklist to their specific aircraft configuration or mission profile.

The system also provides verbal passenger briefings which can be triggered either manually through the MFD, or as "autobriefs" associated with completing particular checklist items.

"We are very pleased to be working with Rockwell Collins on this project" said Rob Harshaw, President/CEO for Heads Up. "Heads Up introduced the voice checklist twenty-five years ago at the NBAA as a stand alone unit. The Pro Line 21 project represents the most seamless integration of our checklist technology to date," he added.

About Rockwell Collins

Rockwell Collins (NYSE: COL) is a pioneer in the development and deployment of innovative communication and aviation electronic solutions for both commercial and government applications. Our expertise in flight deck avionics, cabin electronics, mission communications, information management and simulation and training is delivered by nearly 20,000 employees, and a global service and support network that crosses 27 countries. To find out more, please visit www.rockwellcollins.com.

About Heads Up Technologies

Heads Up Technologies, Inc., based in Carrollton, Texas, designs, manufactures and markets a variety of electronic systems for the aviation industry. This privately held company is celebrating its 25th year of operation. Its product line includes digital audio systems, interior and exterior LED lighting, satellite datalink, low cost data recorders, and digital controllers. For more information, contact Heads Up at (972) 407-1131 or visit www.heads-up.com



Coltano

FUEL TRANSFER
FUEL BOOST ON L

NORMAL CHECKLIST MENU 1/4

BEFORE ENGINE START
STARTING ENGINES
TAXIING
BEFORE TAKEOFF
TAKEOFF
AFTER TAKEOFF - CLIMB

ZOOM UTC NEXRAD METAR ECHO TOPS SIGMET
X1 04:38 04:34Z 04:25Z 14:13Z 15:15Z

GS 430 TAS 415 RAT -34 °C SAT -57 °C ISA +1 °C