

Media Contact:
Mary Lester
214-490-3480
mary@masonbaronet.com

Heads Up Technologies Announces Lumin™ Cabin Management System

Offers new level of customization and integrated design

Carrollton, Texas – October 6, 2011 – Heads Up Technologies, Inc., a leading supplier of electronic solutions for general aviation and commercial aircraft, announces a cabin management system (CMS) that combines the most innovative technology with a highly flexible design. Lumin™ features touch screens that are customized to blend seamlessly into the cabin interior, preserving the integrity of the interior design of the jet. Lumin™ technology can be used to create a design that is unique to the OEM's brand.

Lumin™ takes its design cues from current trends in consumer products, such as smart phones and tablet PC's.

"The goal was to create a timeless and elegant design that is easy-to-use," said Rob Harshaw, president and CEO, Heads Up Technologies. "Lumin™ adopts the current trends in consumer technology. It abstracts the complexity, allowing the user to simply enjoy the experience."

Lumin™ spotlights fiber optic, distributed processing, wireless, and digital content management technologies. Passengers enjoy an intuitive touchscreen user interface, which is customized to support the branding of the interior space. The system incorporates Blu-ray, digital audio libraries, Internet, seat-to-seat texting, and cabin control functions, while simultaneously reducing weight and power consumption.

Lumin™ is scalable to provide a common experience across an OEM's entire product line: from the smallest to the largest aircraft. Passengers will recognize and appreciate the similarity between aircraft models.

"We wanted to create a CMS with flexibility, to give OEM's a solution that is uniquely their own. This system lets you define the level of luxury, functionality and control of each cabin," added Harshaw.

Heads Up Technologies designed and manufactured every component of Lumin™, to ensure the highest degree of integration with the fastest response time.

Lumin™ technology powers the Clarity cabin technology system, which is standard on the new Cessna Citation TEN, and optional on the new Cessna Citation M2. The Citation M2 provides a wireless app user interface, which can be accessed through smart phones and tablets.

Heads Up Technologies will reveal the Lumin™ CMS at the National Business Aviation Association convention on October 10-12, 2011.

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