

AT-A-GLANCE



HEADS UP TECHNOLOGIES



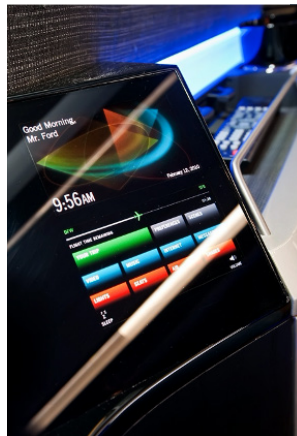
We are a technology partner to the innovators in aviation. We team with our clients to achieve the vision of a better experience for both pilots and passengers. Our culture of ingenuity and a desire to say yes, is backed by our decades of know-how and breakthrough achievements in cockpit safety, lighting systems, and CMS/IFE.

Our Core Solutions



Cabin Lighting Systems

Traditional LED Lighting
Next Generation LED Lighting
UHD LED Lighting System



Cabin Management & In-Flight Entertainment

CMS Switches and Components
IFE Components
Fiber Backbone



Flight Deck Safety

LED Exterior Lighting
Crash Survivable Data Recorders
XMWX Satellite Weather

Capabilities

Our products are designed and manufactured at our Texas facility, giving us unparalleled end-to-end control of the entire value stream. Our expertise includes analog and digital electronic design, simulation, mechanical and system engineering, 3D modeling, thermal analysis, software development, system engineering, and industrial design.

Our products are compliant with RTCA DO-160, DO-178 and DO-254. Our dedicated Highly Accelerated Life Testing (HALT) capabilities ensure mature product reliability for guaranteed performance. We hold numerous STC's, PMA's and operate FAA approved manufacturing and repair facilities.

Key Client Partnerships

American Airlines 

 **EMBRAER**

BOMBARDIER

Gulfstream


Cessna
A Textron Company

 **Collins Aerospace**

Honeywell

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4550 Excel Parkway #400
Addison, TX 75001

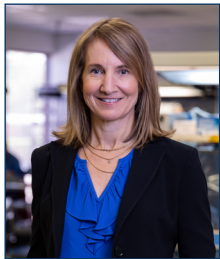
972.980.4890
800.367.4770 (US ONLY)

www.heads-up.com



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MEET OUR TEAM



Renée Rump CEO

As CEO Renée brings diverse multi-industry expertise in leading the vision and strategic direction of the company, and maximizing efficiency while controlling costs, leveraging data to drive intelligent business decisions, and building high-performance operations based on a culture of teamwork.

Renée holds a Bachelor of Science in Financial Management from Purdue University and an MBA in Technology Management from the University of Utah. Renée has over 10+ years experience working as a CFO, and over 23 years experience in financial systems. Prior to joining Heads Up, Renée was CEO & CFO of Circuitronics, an electrical manufacturing firm, for 4 years, and CFO of two additional companies. She also worked for the International Olympic Committee for 9 years in Finance Systems and Operations, and was a volunteer for the Special Olympics for 4 years.

Renée is the wife of a retired Air Force Officer. She has moved over 19 times, lived in 13 different states and a foreign country, and now currently resides in the Dallas/Fort Worth area.



Scott Sweet VP of Sales & Marketing

As Vice President of Sales and Marketing, Scott brings over 20 years of aviation-specific experience in developing product road maps, forming and managing strategic OEM customer relationships, developing sales and promotional strategies, to drive revenue growth in highly successful companies. Scott collaborates with the other senior leaders to promote an empowered and innovative organizational culture.

Scott earned a Bachelor of Business Administration from Marion University in Fond du Lac, Wisconsin. He was formerly Vice President of Sales and Marketing at Aerosonic Corporation based in Clearwater, Florida. Prior to Aerosonic, he was Market Development Director for Inmarsat, a global leader in satellite connectivity. Scott began his aviation sales and marketing career with EMTEQ, Inc., which was ultimately acquired by BE Aerospace.

Scott is married and the father of 2 children. He enjoys baseball and getting outside to exercise.



Bob Higgins VP of Operations

As Vice President of Operations, Bob is responsible for manufacturing, materials handling, procurement facilities, and equipment. His main goal is to satisfy our customers with on time delivery with zero defects through our data driven process improvement.

Prior to joining Heads up, Bob was Vice President of Operations for Aerosonic. Prior to that, he served for over 15 years at Emerson Automation Solutions in various leadership roles through Director of Operations.

Bob received his Bachelor of Science in Mechanical Engineering from the University of Iowa, and his MBA with a focus on Logistics, Materials, and Supply Chain Management from Washington University in St. Louis, Missouri.

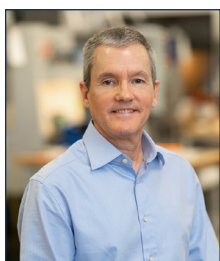


Eric Canal VP of Engineering

As Vice President of Engineering, Eric is responsible for leading a multi-disciplined technology team responsible for new product development, new product introduction, and sustaining engineering of our cabin lighting systems, CMS/IFE and flight deck safety solutions. He also manages product testing for certification and ensures product quality and reliability.

Prior to joining Heads up, Eric held leadership positions at Panasonic Avionics Corporation for 12 years developing In-Flight Entertainment, Connectivity, and Cabin Systems. Prior to that, he served for 13 years in leadership roles at Thales ranging from Software Development to Systems Engineering, Technical Sales and R&D for cockpit and IFE&C systems in their USA and Europe, Middle East & Africa divisions.

Eric received two Masters of Engineering in Computer Science from Centrale-Supélec and in Real Time Systems from Alès School of Mines in France. Eric also holds several patents in aviation IFE and cabin management. Growing up in a multicultural background, he is fluent in 4 languages and enjoys cooking various styles of cuisine. Eric is an avid swimmer and enthusiast of outdoors activities.



Jim Newby Director of Engineering

As Director of Engineering, Jim's primary responsibilities include new program development as well as engineering support for existing products, including hardware, software, and mechanical test and audit disciplines. He also manages product testing for certification and ensures product quality and reliability.

Jim holds a master's degree in electrical engineering from Georgia Tech and has over 25 years' experience in research and development. He holds several patents stemming from his experience in the design of system architectures and opto-electronic/digital/analog products.

Prior to joining Heads Up, Jim was Director of Hardware Development for Xtera Communications, Inc., which provides innovative Dense Wavelength Division Multiplexing optical transport solutions for very high bandwidth / long-haul telecommunication solutions. He also served as lead technical engineer at E-Systems within a Special Access product development team. Jim has been married for over 30 years and has two daughters and one son.