

PRESS RELEASE

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For Immediate Release

JETNET Reveals Enhanced Mobile Application For Evolution

UTICA, NY – JETNET LLC, the world's leading provider of corporate aviation information, unveiled a new mobile phone application for accessing its Evolution database. They'll be demonstrating the new product to attendees of this year's National Business Aviation Association's 63rd Annual (NBAA) Meeting & Convention, which takes place October 19th, 20th & 21st in Atlanta, Georgia.

JETNET's mobile application provides a faster, more convenient way for today's aviation professional to access the latest aircraft intelligence. "Our business is always on the cutting edge of new information technologies, gathering and conveying information faster and more accurately, and delivering it in almost every medium," says Vincent Esposito, President of JETNET. "Our enhanced mobile application fits our corporate culture of 'instant communication.' Our clients expect the latest information at their fingertips, and we're literally giving that to them."

Today's dealer/brokers, FBOs and financial services professionals want their information faster, and are relying more on mobile technologies, especially smartphones, to bring it to them. "As professionals adopt mobile devices in rapidly growing numbers and rely less on PCs for web access and email," Esposito adds, "we accommodate their needs. This is the perfect fit at the perfect time for our industry."

The new application provides a mobile screen-sized version of JETNET's popular Evolution software interface, allowing users to access top-level Views of information like market trends, aircraft data, and specific models for sale, charts, graphs, tables and sorted lists. Subscribers can also follow context-sensitive links to access more detailed information on owners of aircraft, maintenance and inspection details of their aircraft, and in certain cases even data points on flights made in the last ninety days. Much of the critical information Evolution makes available on the desktop is accessible through the mobile app, which is available for the iPhone, Droid and Blackberry.

In a new, high-technology twist to their advertising, they'll be promoting the service using QR codes (Quick Response digital bar codes) in ads and promotional posters before and during the Convention. A QR code will also be featured in their **booth #8401** at the **NBAA Convention**; attendees will be encouraged to scan it for additional content related to the new mobile product launch.

"JETNET's use of QR codes in promoting the new application is no accident," says Paul Cardarelli, JETNET's Director of Sales and Marketing. "Like our applications, they give our clients a fast, direct link to online information. No memorizing or writing down web addresses—just scan the code with your phone and you get instant access. It fits our mission to offer more information faster than anyone else. The codes are designed to be scanned quickly, and contain much more information than other scannable codes."

QR codes are so called because they offer a "Quick Response" for readers with mobile phones and web-enabled smartphones. Simply take a picture or video scan of the QR code with your phone, and a message, web page, video or animation—almost any digital content—could launch. Scanning software is available for download online. JETNET says [I-nigma's mobile barcode scanning software](#) is available at no charge online.

"In addition to making our clients' jobs easier," adds Esposito, "we want to make 'knowing more' enjoyable, too." JETNET's new mobile application and campaign promise to add a little mystery, and a little more fun, to this year's NBAA.

Since 1988, JETNET has delivered the most comprehensive and reliable business aircraft research to its exclusive clientele of aviation professionals worldwide. JETNET is the ultimate source for information and intelligence on the worldwide business aircraft fleet and marketplace, comprised of some 60,000 airframes. The company offers services for both fixed wing and helicopter aircraft. Headquartered in its state-of-the-art facility in Utica, NY, JETNET offers comprehensive user-friendly aircraft data via real-time internet access or regular updates.

JETNET invites all aviation professionals to visit the JETNET exhibit, **booth #8401** at the **NBAA 2010 Convention**. For more information on JETNET LLC log on to jetnet.com or contact Paul Cardarelli, JETNET Director of Sales and Marketing, at 800-553-8638 (USA) or paul@jetnet.com; International inquiries, contact Karim Derbala, JETNET Exclusive Agent, EMEA, at 41.0.43.243.7056 or karim@jetnet.com. Visit JETNET's blog, The JETSTREAM, at jetstreamblog.com, and follow them on Twitter at twitter.com/JETNETLLC.

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