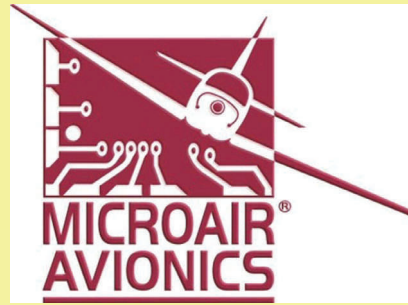


Case Study

Microair Avionics



The Microair Team



The Microair Factory in Bundaberg, Queensland, Australia



M760 Transceiver

Company Profile

Microair Avionics is an exciting, technology based Australian company developing, manufacturing and retailing sophisticated avionics products for domestic and worldwide markets.

All of Microair's products are designed and manufactured in Bundaberg, Queensland, Australia.

Microair began by making a small VHF Comm (M720) suited to gliders and ultralight / experimental aircraft. Microair has always listened to its customers, its products are "designed by pilots for pilots". As a result, the M760 radio which followed the 720 incorporated many new features. Microair made the M760 even smaller than the 720, making it one of the smallest, most cost effective VHF aircraft comms in the world.

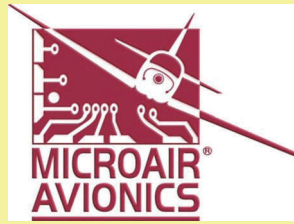
Today Microair sells 15+ different product lines including aircraft and UAV transponders. The TSO certification of the T2000 transponder has expanded Microair's customer base into the general aviation sector. The features of small size, low price and easy installation have been a successful combination for Microair in the GA market.

Kit designers also form a large market for Microair and the installation of products becomes paramount in this area to ensure optimum results. Microair offer wiring harnesses to suit all designs and will customise harnesses to suit requirements.

Bundaberg, just one of the great places in the Wide Bay Burnett region to locate your aviation related business.

Case Study cont'

Microair Avionics



M760/UHF
Panel

Cost Effectiveness

Microair remains committed to producing cost effective products and believes that with the technologies available today, the price of modern avionics should come down.

In some cases, Microair products are almost half the price of competitor's product! Microair understands the need to move forward with new technologies and to make these available to customers at affordable prices.

Managing Director Phil Ainsworth believes "the Wide Bay Region is the leading regional centre for the aviation industry in Australia. Critical advantages for us have been plenty of skilled workers, uncluttered airspace and great weather providing more flyable days a year than anywhere else in Australia."

Location

Based in Bundaberg, which is 370 km north of Brisbane, Microair employees enjoy living in a relaxed, sub-tropical atmosphere. Bundaberg City is the regional centre for a rapidly growing population of approximately 85,000 people and is a popular place to live because of its almost perfect climate and the great lifestyle it offers. Bundaberg has a superb climate which is claimed to be the third most equable in the World and is located only 15 minutes drive from some of the state's best beaches which are situated at the southern end of the Great Barrier Reef.

The port city of Bundaberg, the home of Bundaberg Rum, is a major fruit and vegetable producing region and has a substantial sugar industry. The Bundaberg region is rapidly becoming the centre of macadamia and avocado production in Australia and is the home of the largest tomato packhouse in the Southern hemisphere. All these features make Bundaberg a great place to live and encourage high levels of staff retention among the businesses in the area.

Bundaberg, just one of the great places in the Wide Bay Burnett region to locate your aviation related business.