

for immediate release



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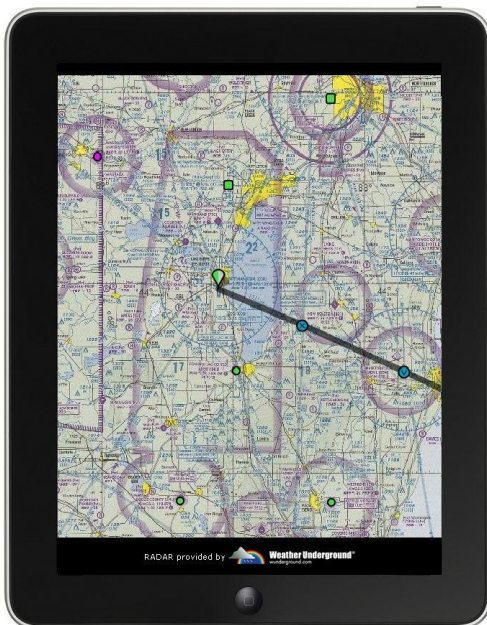
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## iFlightPlanner.com and Sennheiser Aviation Partner to Revolutionize Flight Planning

ANN ARBOR, MI – Aviation's premier online flight planning utility, **iFlightPlanner.com**, is proud to announce a strategic partnership with leading headset manufacturer **Sennheiser Aviation**. As a direct result of this partnership, iFlightPlanner.com will be developing **iFlightPlanner for iPad presented by Sennheiser**.

"We are thrilled about the opportunity to work with Sennheiser and provide a flight planning experience that is unmatched in general aviation" said Andy Matthews, iFlightPlanner.com's co-founder and Director of Business Development. "Seeing the results when two like-minded companies from different sectors of the aviation industry come together on a project like this is very exciting!"

iFlightPlanner for iPad, which is scheduled for release this fall but will be demonstrated at AirVenture 2011, will seamlessly download flights planned using the iFlightPlanner.com Flight Wizard into the iPad for use in the cockpit. Pilots will have the ability to view flight details, including navigation logs, VFR and IFR charts, as well as approach plates on the iPad while in flight and without a data connection. John Burnside, co-founder and Director of Technology at iFlightPlanner.com said, "By maximizing the power and versatility of our web-based flight planning product with the portability of the Apple iPad we are able to offer pilots a comprehensive flight planning solution that will support them through every phase of their flight."



iFlightPlanner for iPad presented by Sennheiser

Pilots and aviation enthusiasts attending EAA's AirVenture 2011 will be the first to see the iFlightPlanner.com app in action before its release later this fall. Sennheiser will be hosting the iFlightPlanner.com crew in Booth #288 alongside the newly unveiled Sennheiser S1 ANR aviation headset. "We encourage everyone to stop by and experience an all-new way of flight planning," says Matthews. "The technology on display in the Sennheiser booth will be second to none!"

In 1982 Sennheiser Aviation developed the first audio headset for cockpit communications. Since then, working closely with pilots and airlines, Sennheiser has continued to develop new solutions for the aviation sector. The partnership between Sennheiser and iFlightPlanner.com will build upon that history of innovation.

iFlightPlanner.com currently offers an all-in-one suite of web and mobile-based flight planning utilities which features a proprietary Flight Wizard that guides pilots through the entire flight planning

process. In addition to route planning, certified weather briefs, weight & balance calculations, and filing of VFR and IFR flight plans, iFlightPlanner.com also offers pilots:

- Seamless VFR and IFR charts complete with hi-res weather imagery on Google Maps;
- Detailed navigation logs containing forecasted winds, temperatures, fuel burn, and ETAs;
- Comprehensive Airport/Facility Directory with airport diagrams, procedure plates, & business listings;
- Integrated digital logbook that allows pilots to maintain online records of their flights; and a
- Searchable Flight Instructor Directory providing CFIs opportunities to build their student base.

Visit <http://www.iFlightPlanner.com> or <http://www.sennheiser-aviation.com> for more info. AirVenture 2011, hosted by the Experimental Aircraft Association (EAA), runs from July 25-31 at Wittman Regional Airport (KOSH) in Oshkosh, WI.

### **About iFlightPlanner, LLC**

iFlightPlanner, LLC is headquartered in Ann Arbor, Michigan. The company was formed in 2009 by co-founders Andy Matthews, John Burnside, and their fathers, Jerry Matthews and Bob Burnside. The idea behind iFlightPlanner.com was born shortly after professional golfer, co-founder, and University of Michigan alum Andy Matthews earned his private pilot's license in the fall of 2007. In the process of planning for a flight to do some sight-seeing with his dad, Andy found it necessary to visit multiple aviation-related websites to gather weather information, plan their route, retrieve a certified weather brief, compute weight & balance, and file their flight plan with the FAA. Jerry noticed the amount of time Andy spent to properly plan for their flight and suggested there needed to be a simpler way for pilots to complete these critical pre-flight tasks. With the idea in hand, Andy contacted his college roommate John Burnside, founder of Huron One Solutions, a custom web application development firm based in Ann Arbor, Michigan, and together they laid the foundation for what is now iFlightPlanner.com. Using continued feedback from the aviation community combined with an emphasis on efficiency and pilot safety, iFlightPlanner.com has become the premier flight planning resource for pilots and aviation enthusiasts alike!

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"You can never have too much information while planning a flight and the number of places needed to gather this info can be overwhelming. I now have it all in one location. This is one powerful tool that provides airline quality dispatch services to the general aviation pilot, even while on the go. Others have tried to offer this, but none have had it as easy to use as iFlightPlanner.com!" - *Tim W., Private Pilot*