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Bundled EFB Hardware/Software and Content Management from ADR / OBDS

Advanced Data Research(ADR) of Grand Rapids Michigan and On-Board Data Systems(OBDS) of Montreal Canada have signed a non-exclusive marketing and integration agreement for a bundled ClassI, ClassII EFB hardware/software package applied the ADR "Flite-Guide" family of Electronic FlightBag(EFB) cockpit hardware and STC mounting solutions.

MFB™ and OBDSsync technology will allow all ADR customers to subscribe and maintain EFB content online and also benefit from the use of the optimized MFB Shell interface.
(MFB™ stands for "Multi-Function Flight-deck Browser")

ADR is the recognized industry leader in hardware solutions with over 4500 installed units and is a market favourite in fleet installations. The wide adoption of ADR EFB's is based on their record of attention to detail backed up with professional and dedicated support.

OBDS specializes in electronic checklists (ECL) and supplies services for the entire Honeywell SPZ and Primus line as well as the licensed third party supplier for Collins Proline ECL among others. OBDS brings to ADR Clients over a decade of experience in the formatting and on-line distribution of aviation electronic content.

Tom Murray, President of OBDS states: "For establishment of a formal EFB program, the Fleet-wide management, distribution and central control of content is the key. In addition to typical charting functions, the EFB is quickly becoming a practical electronic library for the aircraft, serving as the repository for the entire collection of manuals, guides, procedures, and interactive elements comprising the Operational-Data requirements of all flight departments" Jeff Geraci, VP of sales for ADR adds: "The functionality that OBDS brings to our EFBs is further demonstration of just how far this technology has progressed, and will add greatly to the capability and value of going digital"

Subscribed EFB content can now include any user-defined elements . Content may be conveniently updated Online, by CD-rom or USB from a Fleet managers internet suite. In addition to document-library and Electronic Checklists, OBDS and ADR will offer a family of subscribed software including Runway Performance, Weight and Balance Weather and Notam alerting products, and other "MFB-enabled" content as required by the end user, and conveniently managed under a single account.

"This new agreement between OBDS and ADR allows both companies to build on their collective success and also to help promote practical standards for EFB interface and content management that are critical to the future of EFB in aviation."

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