



With their acquisition of Shotover that adds the World's First Integrated Platform for Capturing Aerial Footage in 4K Ultra High-Definition to their International Aviation Services and Technology Businesses, Helinet Aviation well positioned for Growth

**Technology**  
**Aviation Tech – Defense**  
**- Law Enforcement**

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**Alex Giuffrida**  
**Exec VP**

**BIO:** Alex Giuffrida first joined Helinet Aviation in 2003 as Vice President. He went on to hold other high-level positions within the company. During this period, Alex played an instrumental role in building the market for Helinet's Cineflex Hi-Def camera systems, developing both U.S. and international sales strategies and helping Helinet become the first to introduce HD capability to the aerial marketplace. In 2007 when Helinet Aviation sold its Cineflex division, Alex joined Axsys Technologies as part of the Cineflex sales team.

He returned to Helinet Aviation in February 2009, as Executive Vice

President. Chief among his current responsibilities is the development of Helinet Technologies. This unit provides customized, aviation technology solutions to military, law enforcement and government customers.

**About Helinet Aviation:** Helinet Aviation Services is an international provider of aviation services to a diversity of markets. Founded in 1987 and based in Van Nuys, California, the company serves clients in the broadcasting, government, law enforcement, medical, motion picture and transportation industries. Helinet is online at [www.helinet.com](http://www.helinet.com).

## SHOT OVER

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**

**CEOCFO:** Mr. Giuffrida, what is the focus of Helinet Aviation today?

**Mr. Giuffrida:** Helinet is a diversified aviation company. We own and operate over twenty aircraft. We also have a division called Helinet Technologies, which provides aviation technology solutions to law enforcement, government and military markets. We also recently purchased a New Zealand based company, Shotover, that designs and manufactures gyro stabilized camera systems.

**CEOCFO:** What do you do with the aircraft that you own?

**Mr. Giuffrida:** We have four primary markets we service with our helicopter fleet: Medical, motion pictures, charter and newsgathering. For medical, one of our missions is to transport pediatric patients for Children's Hospital of Los Angeles. We provide two Sikorsky S76 helicopters, which are fully equipped for medical transport, to fly children from other hospitals in the region to Children's for specialized care. We also handle all of the transportation for the local organ transplant teams at UCLA, USC, Cedars Sinai and Loma Linda hospitals. On the motion picture front, we provide aerial coordination and aerial cinematography services for Hollywood movies. Our credits include Transformers, Zero Dark Thirty, The Hangover Part III, Pirates of the Caribbean (the second and third films in the series), Tropic Thunder, Rush Hour, Air Force One, The Italian Job, National Treasure and Pearl Harbor. Our charter business provides helicopter transport to VIP clients such as celebrities and athletes. Finally, we provide helicopter news coverage for KABC, FOX and Univision in the Los Angeles area.

**CEOCFO:** Would you tell us a little bit about the helicopter industry and are there many companies that provide services they way you do?

**Mr. Giuffrida:** The helicopter services industry is unique in the sense that you do not have the kinds of mega-companies that are ubiquitous in other markets. So there is no Amazon or The Gap or ExxonMobil of the helicopter services space. We are the largest helicopter operator on the West Coast and the most diversified.

There really are not any other operators who provide the depth and breadth of services that we are able to offer. The only large market we do not service is oilrig transport. That is where you are flying inspectors or oil company staff to and from the offshore oilrigs.

**CEOCFO:** You mentioned the acquisition of Shotover. Were you looking specifically for that piece of technology or was it more opportunistic?

**Mr. Giuffrida:** John Coyle is the founder and inventor of the Shotover. We had partnered with him in the past on a company called Cineflex, which was a very successful venture that we ultimately sold to defense contractor Axsys Technologies. Axsys was later acquired by General Dynamics, which continues to sell the Cineflex line of camera systems. This time around, it is a similar situation, except the technology in the Shotover system is ten years newer. It is far superior to anything on the market both from a capabilities standpoint and in terms of usability. The flagship product, the Shotover K1, is the world's first integrated platform for capturing aerial footage in 4K Ultra High-Definition and has already been used in the shooting of the upcoming Hollywood blockbusters *Transformers 4*, *X-Men: Days of Future Past* and *RoboCop*.

**CEOCFO:** Helinet flies sick children even when the family cannot pay for the service. How did that come about?

**Mr. Giuffrida:** This is a relationship which began back in 1994, when the owner of the company, Alan Purwin, and his wife Kathryn learned Children's Hospital needed a helicopter for medical transport. They wanted to help, so they donated the use of a helicopter on a 24/7 basis that would allow Children's to quickly and safely transport very sick children to the hospital for specialized care. If the family has insurance, we bill for reimbursement, but if not, we simply provide the service for free. Or, if the insurance does not reimburse, we do not go after the families for

compensation. The program has since grown to two fully equipped Sikorsky S76 helicopters and has been tremendously successful over the past 19 years, transporting thousands of kids and allowing Children's to save countless lives.

**CEOCFO:** What are some of the newer technologies in helicopters?

**Mr. Giuffrida:** The technology has improved dramatically in just the past ten years, particularly in terms of safety and environmental impact. We tend to update our fleet on a fairly regular basis to ensure we provide our customers with the latest and most up-to-date equipment in the market and we have been impressed by what we are seeing from the manufacturers

**CEOCFO:** What do you look for in your people and what are the intangibles that you want along with the technical skills?

**“There is a major replacement cycle on the horizon in terms of the camera systems that Hollywood and entertainment companies are using. Just as everyone made the switch from standard definition to high definition several years back, we are at the beginning of the HD to Ultra HD upgrade cycle.”- Alex Giuffrida**

**Mr. Giuffrida:** Having a strong customer-service orientation is tremendously important. We believe that the best way to grow our business is to have happy customers so service and support in every segment of our business is priority number-one. This approach has worked very well for us. We have a tremendous reputation in all of the markets that we serve. And we have had extremely long relationships with all of our clients.

**CEOCFO:** How is business these days?

**Mr. Giuffrida:** In 2007 we were hit but were fortunate in that the nature of our business is such that the markets and segments we serve did not really slow down all that much. As the worldwide economy has recovered, we have similarly seen an overall pick-up in business. We see a very

strong trend on all segments that we operate in.

**CEOCFO:** What is involved in the manufacturing of the Shotover camera and is Helinet able to ramp up quickly if the industry discovers it?

**Mr. Giuffrida:** The industry has already discovered it. When we entered into the partnership with John in December of 2013, Shotover had five employees. We are now at 15 Shotover employees and multiple manufacturing facilities to keep up with the demand. The challenge is to grow in an efficient manner so we are meeting the demand without overextending ourselves. Because of our experience successfully building the Cineflex business several years ago, we think that we will be able to replicate that success. At this point I have to knock on wood but everything is going very smoothly. We look forward over the next few years.

**CEOCFO:** Why should the business and investment community pay attention to Helinet Aviation? What sets Helinet apart?

**Mr. Giuffrida:** The growth generator is the camera system business where we have received a tremendous amount of orders in a very short period of time. There is a major replacement cycle on the horizon in terms of the camera systems that Hollywood and entertainment companies are using. Just as everyone made the switch from standard definition to high definition several years back, we are at the beginning of the HD to Ultra HD upgrade cycle. Companies like Sony have begun selling 4K TVs to the consumer market and there is a lot of enthusiasm in the entertainment industry for creating content that maximizes the potential of these new technologies. With Shotover, we have the most effective aerial camera system for servicing this new demand plus extremely strong existing relationships with Hollywood producers and studios. You are going to see a very rapidly growing company over the next several years.