



CASE STUDY

Honeywell – Defence and Space Division

How does a global player test, develop and launch an innovative product in the European market place? If you're in unmanned systems there's only one place to go: ParcAberporth!

ParcAberporth Unmanned Systems (PAUS) is Europe's premier unmanned systems demonstration event, attracting over 500 key suppliers and major buyers from all over the world. And in 2007 Honeywell decided that was just the place to introduce its Micro Air Vehicle to the European defence and civil sectors.

Honeywell



Micro Air Vehicle (MAV) at ParcAberporth

“MAV originates in the USA and all of our development work is undertaken in the deserts of New Mexico and Arizona. The demonstrations went so well we anticipate making use of ParcAberporth in the future for UK acceptance trials and crew training – including high wind training!”

Adrian Harding, UK Regional Sales Director, Honeywell



MAV in flight



Adrian Harding

ParcAberporth providing opportunities for:

● Technology Product Launch

“Honeywell was keen to make an impact with the Micro Air Vehicle in the UK,” says Adrian Harding, UK Regional Sales Director. “Ultimately, the micro air vehicle will become the smallest unmanned aerial element of the US Army’s Future Combat Systems programme, but reaching the European defence and commercial markets also opens huge opportunities for us.”

“We recognised that PAUS is the premier event for achieving this, as the focus is exclusively on Unmanned Systems rather than on aircraft in general. We felt that the combination of Static Exhibit, Dynamic Flying Demos and User Discussion Forums provided the right mix of activity to meet our requirements for a high profile product launch.”

Even the high winds encountered during Honeywell’s demonstration proved to be useful. “Everyone who witnessed MAV flying were impressed by its ease of launch, autonomy, stability and maneuverability in challenging conditions.”

● Key Client Demonstrations

During practice sessions, ahead of the main demonstrations, Honeywell’s flight engineers were able to demonstrate the vehicle to specially invited groups of customers and specifiers. “We used this time to satisfy ‘special requests’ for specific flying patterns and scenarios, and were able to devote more time to answering the inevitable technical and operational questions which arise.

“The support of the Welsh Assembly Government personnel was faultless,” says Adrian, “and the control tower personnel and onsite West Wales UAV Centre were always on hand to offer advice and guidance.”

● Information & Networks

The conference event too proved invaluable to Honeywell: “Other industry experts set out their reading of the state of the market and we’ll be building the forecast potential requirements into our technology road-map,” says Adrian, “The conference also confirmed what we need to do to make an impact in the civil market.”

“What did we get out of the two days?” asks Adrian Harding. “An increased awareness of what the market is now doing, including our competitors. This event really allowed us to map out our future with far more certainty.”

● Results!

“This was the UK maiden flight of MAV, which was seen by some of the key people in our potential customer base and we now have a platform to build on to take us more confidently to some early sales. A couple of the contacts we made have led directly to active current sales projects, making this event highly productive for Honeywell.”

“MAV is now a candidate vehicle for an important application – details of which we are hoping to announce at PAUS ‘08.”

For more information on how our specialist Unmanned Systems team can help support your business contact us on:
 Tel (UK): 0845 010 3300 / Tel (Overseas): +44 (0) 1443 845500
 Email: ibw@wales.gsi.gov.uk / www.parcaberporth.com

