TrueNorth Brand to Transition to SD Avionics

Melbourne, Florida, 4 October 2017-Business connectivity provider Satcom Direct (SD) is transitioning the TrueNorth Avionics brand to SD Avionics over the coming months. The new name reflects the integration of the two companies nearly a year after SD announced the acquisition.

SD Avionics will continue to provide business aviation avionics products, including the FANS-1/A Data Link Unit, recently FAA TSO-C159c certified, the Satcom Direct Router, SDR®, the SDR Gateway, aviation's most flexible and upgradable cabin communications system, and the Stylus handset, business aviation's only genuinely customizable phone.

Going forward SD Avionics will continue to be responsible for the design engineering, manufacturing and production of SD Avionics products, as well as being integral in producing the expanding portfolio of communications solutions available from Satcom Direct. SD Avionics will also reserarch and develop new avionics products to support the business aviation market's growing demand for operational connectivity.

The SD Avionics offices will remain in Ottawa, Canada with the existing team headed by Mark van Berkel, General Manager in place to support anticipated growth as part of the SD Group.

"The branding of SD Avionics reflects an essential part of our long term strategy which is to continue connecting the business aviation network, through all phases of flight, from nose to tail. The expertise, the manufacturing skills and the quality of the products adds real value to our offering which is why we have brought the business under the SD brand," said Jim Jensen chairman and founder of Satcom Direct.

About Satcom Direct: Satcom Direct (SD) and its companies provide global connectivity solutions for business and general aviation, military, government, and head of state aircraft. The company also provides land mobile services to areas with connectivity limitations. Since 1997, SD has worked to advance the technology of global connectivity, being first to market with new capabilities in communications technology. SD's industry leading hardware solutions, like the Satcom Direct Router (SDR), are complemented by their divisional capabilities including TrueNorth cabin and flight deck systems and SD software solutions. A premier Inmarsat distribution partner (including Jet ConneX), Iridium service partner, and ViaSat Ku preferred reseller, SD is also a value-added reseller for Panasonic systems and the exclusive service provider for SmartSky Networks.

SD World Headquarters and primary operations center is in Melbourne, Florida, with additional office locations in the United States, Canada, UK, UAE, Switzerland, Hong Kong, Australia, Russia, Brazil, and South Africa. For more information regarding SD, visit www.satcomdirect.com, email sales@satcomdirect.com, or call U.S. +1.321.777.3000 or UK +44.1252.554.460.

###

NOTE TO EDITORS: Satcom Direct is exhibiting at NBAA BACE, the National Business Aviation Association Business Aviation Conference and Exhibition in Booth C11420.

Media Contacts

Kate Murchison   Jane Stanbury
Satcom Direct   ArenaGrp Associates
+1 (613) 224-3301 X209   +1 (514) 903-1668
+1 (613) 410-1768   +1 (438) 998 1668