

**FOR IMMEDIATE RELEASE**

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## **Rosen Aviation Now Provides XM Satellite Radio**

**Eugene, Oregon** – Further enhancing the entertainment content it brings to the corporate aviation market, Rosen Aviation now offers more than 170 digital music channels accessible through cabin-class XM satellite radio receivers.

A long-time provider of premium in-flight entertainment systems (IFE), Rosen has signed a distribution agreement with Heads Up Technologies, which is licensed to design and manufacture XM-related devices for aircraft applications.

Rosen and Heads Up successfully partnered earlier this year, when Rosen was awarded the entertainment system for the Embraer Phenom 100 and 300, with Heads Up Technologies manufacturing the XM satellite radio receivers. With this new distribution agreement in place, Rosen can now provide XM satellite radio equipment directly to additional original equipment manufacturers (OEMs) and service/modification centers.

“Given our strong market position with OEMs and service/modification centers, we feel the addition of XM satellite radio complements our overall systems capabilities,” stated Rosen Aviation President Darren Sparks. “With XM radio installed in an aircraft, we bring a greater variety of audio entertainment to cabin passengers.”

“Heads Up is delighted to add Rosen Aviation as a distribution partner for our cabin-class XM radio systems,” said David Groos, senior vice president of sales and marketing for Heads Up Technologies. “We look forward to working together, and know Rosen’s customers will enjoy the added benefits of XM’s unique programming options.”

### **About Rosen Aviation**

Founded in 1980, Rosen was formed to serve the corporate aviation industry, with an emphasis on providing creative, cost-effective cabin entertainment systems. Today, Rosen Aviation continues the tradition of world-class leadership in the design and manufacture of quality LCD displays, source equipment, and accessories for the aviation industry. For more information, call Rosen Aviation at (888) 668-4995, or visit [www.rosenaviation.com](http://www.rosenaviation.com).

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**About Heads Up Technologies, Inc.**

Based in Carrollton, Texas, Heads Up Technologies designs, manufactures, and markets a variety of electronic systems for the aviation industry. This privately held company has sold computerized products to nearly 1,250 customers in more than ten countries. For more information, call Heads Up at (972) 407-1131 or visit [www.heads-up.com](http://www.heads-up.com).

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