



Media Release

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Spidertracks Celebrates 10 Years Of Safer Aviation At HeliExpo

Aircraft management specialists Spidertracks celebrate their 10th birthday this year and are kicking it off at HeliExpo 2017 with a bang. The New Zealand-based company is traveling to Dallas to show off their 10th birthday special and give two people the chance to win a trip to New Zealand.

Starting from humble roots in the back-blocks of New Zealand in 2007, Spidertracks now help thousands of aviation companies manage their operations more safely and efficiently every day.

Spidertracks' CEO, Dave Blackwell says the only silicon in the valley where Spidertracks began was in the toolbox of some farmer's tractor, but it became the birthplace of what is now a thriving global tech company.

"Our story began when a helicopter went missing on a flight from one end of New Zealand to the other. It took 31 helicopters almost 1000 hours of flying time over 15 days to find the wreckage. Watching this unfold was a local helicopter pilot and a young engineer who thought that nothing like this should ever happen again. After two years of building and testing, the Spider was born.

"Since then, Spidertracks have tracked almost six million flight hours of aircraft around the world. With Spiders operating in 101 countries, around 700 flights every day are taken with Spiders on board."

While Spidertracks has accomplished a lot in its 10 years, the future is looking even brighter says Dave.

"Now 10 years old, Spidertracks is fast evolving with the technologies available and with the requirements of the industry, but the fundamental driver of our success remains - a delightfully simple product philosophy and an outstanding team of people that take it to the world with their hearts and souls.

"As we move further into the safety management space, and bring to market a virtual flight data recorder (Virtual-FDR), we're also releasing supporting software within the Spidertracks ecosystem that all integrates to enhance planning, reporting, and data analytics that drive our customers' businesses.

"At the end of the day, we're delivering the information that operators need to make better decisions without the barrier of cost that only the big operators can afford," says Dave.

As for celebrations, Spidertracks has dropped the price by almost 50% on Spider 6 and 7 units, now just US\$1000 until the end of March. As an extra offer, anyone who buys a new Spider at HeliExpo goes into the draw to win two free tickets for a holiday in New Zealand! The prize will be drawn on the second day of the show (Wednesday 8 March at 1500).

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