

Rugged Video Solutions for

Flight Tours

About

Rugged Video is the market leader in flight tour video solutions; offering the most advanced and reliable equipment. Rugged Video solutions have thousands of flight hours with hundreds of installations world-wide. Rugged Video has two locations; headquartered in Milwaukee, WI, USA servicing customers world-wide, and in Nelson, New Zealand, servicing customers in Oceania.

Rugged Video Headquarters
Milwaukee, WI, USA

Rugged Video Oceania
Nelson, New Zealand

RUGGED
VIDEO



THE MARKET LEADER IN FLIGHT TOUR VIDEO



Richard Nesseler
12 Apostles Helicopters

"We've tried other similar systems in the past but we know we can depend on our Rugged Video Systems to capture great video every time; which is critical when video sales account for nearly half a million dollars a year in added revenue. We chose Rugged Video because of their excellent customer service and flexibility in meeting our requirements and would recommend them to any other flight tour operator."

► CONFIGURE

The Most Powerful Onboard Video Solutions



TourMaster4

Four Channel Switcher & Recorder with GPS Automation



Creates a professional, edited HD video while in flight creating up to four USB copies in real time.

Features

- ▶ Seamless Four Camera Switching
- ▶ 4 x USB Real Time Recording
- ▶ GPS Automation
- ▶ Pre-Roll Intro Clips added to each video
- ▶ 1080p HD Video
- ▶ Automated MP3 Support with Audio Mixing
- ▶ Color Logo Overlay
- ▶ Multiple Configurations
 - ▶ All-in-One (USB Recording/Switching/Control)
 - ▶ Remote USB
 - ▶ Remote Control

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Built-In GPS Automation

- ▶ Complete System Automation
 - ▶ MP3 Soundtracks or Narrations
 - ▶ Title & Credit Text Overlay
 - ▶ Camera Switching
 - ▶ Custom Profiles & Timing
 - ▶ Recording & Still Image Capture
- ▶ Advanced Triggering
 - ▶ Waypoint (+/- 1 meter)
 - ▶ Heading (+/- 1 degree)
 - ▶ Waypoint & Heading
- ▶ Manual Override Option



Advanced Audio Control

- ▶ Audio Mixing
 - ▶ Built-in MP3 Soundtracks or Narrations
 - ▶ Trigger via GPS Automation or Manual
 - ▶ Headset Audio
- ▶ Audio Outputs
 - ▶ Automated Narrations via GPS
 - ▶ Multi-Language Support

Powerful Branding

- ▶ Color Logo Overlay
- ▶ Pre-Roll
 - ▶ Adds Intro Clips to Every Video



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Rugged Video offers complete systems with multiple configuration options to match your specific needs. Engineers offer custom development options for mounts, control units, or complete systems.

► CONFIGURE

Cameras



HD29
Interior Camera

Image Quality ★★★★★
Image Processing ★★★★★
Low Light ★☆☆☆☆

- ▶ 1080p60 (3G-SDI)
- ▶ Integrated Power Connector
- ▶ CS Mount Lens
- ▶ 29mm x 29mm x 29mm



HDX
Flight Tour Camera

Image Quality ★★★★★
Image Processing ★★★★★
Low Light ★☆☆☆☆

- ▶ 1080p60 (3G-SDI)
- ▶ Waterproof IP68
- ▶ Multiple Lenses
- ▶ 32mm x 116mm



HD19
Micro-Bullet Camera

Image Quality ★★★★★
Image Processing ★★★★★
Low Light ★★★★★

- ▶ 1080p60 (3G-SDI)
- ▶ Waterproof IP68
- ▶ Multiple Lenses
- ▶ 19mm x 56mm

Accessories

Dzus Rail Mounting Brackets
Producer Video Control Unit
Record Switch with LED Indicator
Cyclic/Coolie Hat Camera Switch Cable
7" Aluminum Frame HD Monitor

U174 Helicopter Headset Cable
Bose Headset Cable
GA Headset Cable
3.5mm AUX Input or Output Cable
(All Genders Available)



Producer - Video Control Unit

Monitors

4" HD Monitor

- ▶ High Brightness
- ▶ 1080p60
- ▶ Looped Output
- ▶ Optional Sunshade
- ▶ Dzus Mount Option



7" HD Monitor

- ▶ High Brightness
- ▶ 1080p60
- ▶ Looped Output
- ▶ Optional Sunshade

Universal Mounts



Locking Suction (Interior)



Ultra-Clamp



Mini-Mite



Pedestal



Big Mite



Aluminum Collar



Rugged Video offers a variety of FAA, EASA, NZCAA, and SACAA, and CASA approved mounting options for the most popular light and mid-sized helicopters. Custom mounting options, engineering support, and DER approval options are also available.



► INSTALL

Airbus H130/EC130 & EC120



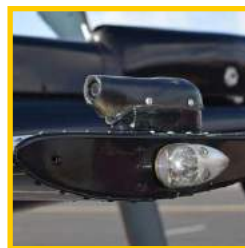
- ▶ Approved Mounting
 - ▶ One Interior Camera
 - ▶ Three Exterior Cameras
 - ▶ Dzus Mounting
 - ▶ Aft Cargo Compartment
- ▶ Portable Installation Options

Bell 206/407



- ▶ STC/EASA Mounting
 - ▶ One Exterior Camera
 - ▶ Three Interior Cameras
 - ▶ Low Profile Mounts
 - ▶ Rear Cabin Mounting
 - ▶ Dzus Mounting

Airbus H125/AS350



- ▶ STC/EASA Approved Mounting
 - ▶ Multiple Cameras
 - ▶ Dzus Mounting
 - ▶ Aft Cargo Compartment

Robinson R44/R66



- ▶ Approved Mounting
 - ▶ Horizontal Stab. Mount
 - ▶ Center Windscreen Support
 - ▶ Under-seat Mounting
- ▶ Portable Installation Options



Get the most from your video. Rugged Video offers onsite support at a discounted rate. Streamlining the installation process, allowing for optimization the system, and for training of: pilots, support staff, and point-of-sale staff.

► SUPPORT

Installation Support

Onsite Support

Rugged Video offers reduced rates for onsite installation support for our customers. Rugged support staff has traveled around the world to help operators with rotorcraft video installations. Our staff can assist your A&P mechanics with multiple aspects of the installation.

- ▶ Connector Termination
- ▶ Cable Routing
- ▶ Camera Mounting
- ▶ System Testing
- ▶ System Optimization



Engineering Support

Rugged Video Engineers are happy to help our customers with custom development and customization services. Using onsite CNC machining, electrical assembly, and 3D printing technology, Rugged Video offers fast, low cost, custom solutions to suit your exact needs. Rugged Video Engineers also assist in creating robust data packets for DER approvals when required.

- ▶ Data Packet Completion
 - ▶ Schematics
 - ▶ Engineering Drawings
 - ▶ Mechanical, Electrical, and Material Information
 - ▶ Supporting FAA, CASA, SACAA, NZCAA Approvals

Training

Whether you're operating one helicopter or fifty, an operation and training plan is critical to the success of onboard video implementation. Rugged Video has worked with some of the largest operators in the world helping develop the workflows and practices in dozens of tour operators. We've compiled this experience into a sales and operations training manual for our operators, paving the way for a successful onboard video implementation.

Operations Training

- ▶ Pilot Training
 - ▶ System Operation
 - ▶ Sales Techniques
- ▶ Loader Training
 - ▶ System Workflow
 - ▶ Common Mistakes
- ▶ Technical Point of Contact
 - ▶ Onsite Tier 1 Support

Sales Training and Support

- ▶ Giftshop Personnel
 - ▶ Sell-Through-Optimization
 - ▶ Software Operation
- ▶ Marketing Personnel
 - ▶ Maximizing SEO of Uploaded Content
 - ▶ Keyword Selection





Mark Fitzsimmons
Blue Sky Helicopters

"I've used a number of video systems over the years and recently moved to the Rugged Video system for my Flight Tour. Rugged Video is the best system on the market because it records high quality video in a well put together package with features no one else can offer. "

► POINT OF SALE

Rugged Video wants to be your partner. Rugged Video works with all of our operators with the goal of increasing your sell-through, profitability, and enhancing your customer's experience. We offer our customers many free resources including: sales training documentation, our fast copy replication software, and free remote support. Rugged Video also offers onsite training and support at a discounted rate. Our team is experienced in the nuances of controlled flow and the point of sale process and can help your team maximize profit from onboard video.

Multiple Distribution Options

Direct USB

The TourMaster4 records up to four USB copies while in flight. The moment the skids hit the ground, up to four professional finished HD video's can be sold directly to customers from the TourMaster4, ideal for high volume operators without a giftshop. Drives in the TourMaster4 are readily available online and sell for as little as \$8ea with videos selling to customers from \$40-80ea.

USB Copy

Operators can sell customers a branded, low-cost USB drive using our Replicator Rapid Copy Software. After the tour, drives from the TourMaster4 can be copied to branded USB drives in ~3 minutes. Branded USB drives cost as little as \$5ea.



Digital Delivery

Double your video revenues by offering customers digital delivery of their videos. Using the Get Our Video Software, Operators can sell customers a four digit access code which allows the customers to access their photos and videos with any internet enabled device ~1-2 hours after the tour. Customers go to www.GetOurVideo.com, enter their four digit access code, and all their videos and photos are on their own private webpage. On their page, customers can view their videos or share through social media. Customers can also view, download, and share their photos. Videos are branded with the operator's pre-roll videos, logo, and SEO keywords and backlinks, maximizing the operators online marketing exposure.

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Get Our Video Digital Delivery Software

- Complete Photo and Video Support
- Offer Fast USB Copy and Digital Delivery
- Play Videos and View Photos
- Print Access Codes for Branded Cards
- Robust Reporting of Sales Data



Why Digital Delivery?

- **Double Your Revenue Potential** - Tour Videos are valuable content. Get Our Video leverages YouTube, the second largest search engine in the world and customers own social media accounts to provide thousands of backlinks and keyword exposure to your website. Working with your marketing team, we identify your top keywords for video titles and descriptions, typically landing operators on the front page of Google for those keywords. This provides a pipeline of organic traffic and customer referrals.
- **Increased Sell Through** - Based on exit surveys, customers buy videos for two reasons; to relive the experience and to share their experience. DVD and USB sales tend to only trigger the "relive" value proposition during the sales process, where digital delivery triggers both the relive and share value proposition. This creates a dramatic increase in sell-through rate for operators.
- **Competitive Advantage** - Operators gain a competitive edge by marketing professional video capture with online delivery. Customers value the ability to purchase and share their tour video and are more likely to chose the operators that offer that option.

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