

# PINNACLE

## Newsletter

1st Quarter 2010

### Welcome to our Newsletter!

In this, the second edition of our newsletter, read about the launch of our brand new website; the appointment of an industry veteran as Chairman; and the launch of a new low-cost access control product.

### New website goes live

During March, Pinnacle's new website was launched. When you next visit the site, you'll find a wide range of additional content, covering our entire product range of tracking, monitoring and access control systems for GSE, both motorised and non-motorised. We have also made it easier for you to download documents such as product data sheets and company data. Existing clients can also log in to their Pinnacle reporting systems directly from the website.

Visit the new site at [www.pinnacle-air.com](http://www.pinnacle-air.com)

### Former Menzies CEO Peter Smith appointed as Chairman of Pinnacle



Pinnacle is delighted to announce that Peter Smith has accepted the position of company Chairman. Peter began his career in the aviation industry in the 1970s with British European Airways. He went on to hold senior management positions at both British Caledonian and British Airways, before joining Menzies, where he was CEO from 1995 until 2004.

"I'm excited to be joining Pinnacle at a time when there is an ever-growing need for ground handlers to reduce their cost base", commented Peter. "Pinnacle's VTIS system has been designed with the ground handling market in mind, and has been proven to save money time and time again."

"We are delighted with the appointment of such a respected and accomplished industry leader" added Simon Fowler, MD of Pinnacle. "Peter brings considerable experience to our business and a host of fresh ideas that will further enhance our strategic development plans."

### Introducing v-BOX - for simple, cost-effective driver access control

**v-BOX** is a stand-alone device that provides a secure method of access control for GSE and other equipment with an on-board power source. **v-BOX** :

- stops unauthorised vehicle use
- measures and stores equipment usage data
- improves safety on the ramp
- records collision events

Simple to fit, **v-BOX** does not require any wireless communication technology and is available without any ongoing monthly licence or subscription fees. If you want to retrieve data, manual downloads can be made easily using the special data key provided with the system.



Each driver is issued with an electronic key, which is programmed with a unique employee identification number and the categories of vehicle they are allowed to drive — when they want to operate equipment, the user simply presents their key to the on-board reader and, if they are authorised to drive that particular type of equipment, the vehicle will start. All data can be downloaded directly to standard spreadsheet applications, so there is no need to train staff on new software.

For more information, visit our website at [www.pinnacle-air.com/vbox.htm](http://www.pinnacle-air.com/vbox.htm)

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