

News Release

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SEA SUPPLIES FIRST HELICOPTER SIMULATOR TECHNOLOGY TO AIR AMBULANCE SECTOR

Cohort company SEA has utilised its aviation simulator technology to provide the Midlands Air Ambulance Charity with an interactive helicopter system aimed at bolstering public engagement.

The simulator comprises a large curved screen in the cockpit and 42-inch touch screen monitor in the rear compartment. The system enables members of the public to experience a helicopter take off as well as giving them the opportunity to learn more about the aircraft (EC135 helicopter), the aircrew and the on board medical equipment it carries. This technology is housed in a trailer mounted helipod that the Midlands Air Ambulance Charity takes to locations throughout the year as part of its public engagement and fundraising activities.

Internal fit-out of the helipod has been provided by Telford-based Torton Bodies. A licence for the operation of GL Studio on the touch screen has been donated by Antycip Simulation Systems.

Other regional air ambulance organisations are also showing an interest in the technology as a new way of interacting with the public and gaining their support, along with the potential opportunity to use the simulator as a rear fuselage, aero medical training aid.

SEA Business Development Executive Andy McGowan explained: "We have supplied our simulation technology to military and civil customers around the world but this is the first time that we have carried out work for an air ambulance organisation. The technology enables public interaction with the airframe and its equipment and for them to gain a better understanding of the air ambulance service. It also holds considerable potential for training."

Jason Levy, fundraising and marketing director for Midlands Air Ambulance Charity added: "We are really pleased with the technology provided by SEA, which will see its first roll out at the Cheltenham Festival in March.

"The charity will be fundraising throughout the four days of the festival and will have one of our three air ambulances based at the Festival, to support operations during the event should an incident arise. The new technology in our helipod will allow the public to learn about the lifesaving work the charity undertakes and highlight the vitally important part they play in fundraising to save lives."

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Notes to Editors:

Cohort plc is an independent technology company and the parent company of four innovative, agile and responsive businesses, EID MASS, MCL and SEA, providing a wide range of services and products for UK, Portugal and international customers in defence, security and related markets.

www.cohortplc.com

SEA was acquired by Cohort plc in 2007 and today is a major supplier of applied research, technology development, systems integration, specialist electronic systems, engineering and software design services to the defence and security markets. Its engineering and project management skills include naval communications systems, maritime combat systems, through-life support, dismantled soldier systems, subsea engineering and traffic enforcement. Complementing its work for the UK Ministry of Defence, SEA is growing its business overseas and extending its expertise into adjacent markets, including offshore, railways and roads. SEA employs circa 300 high-calibre staff and has offices in Beckington, Bristol, Barnstaple and Aberdeen.

www.sea.co.uk

Midlands Air Ambulance Charity

Midlands Air Ambulance serves the largest air ambulance region in the UK. This includes the communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, West Midlands and Worcestershire; representing a population in excess of six million. The charity now responds to an average of 2,000 missions each year (approximately six per day) making Midlands Air Ambulance one of the longest established and busiest air ambulance operators in the UK. As part of its commitment to patient care Midlands Air Ambulance has extended its flying times from 7am until 9pm throughout the year. The service aims to introduce night operations to reach those who need urgent medical treatment during the hours of darkness. Every year Midlands Air Ambulance crew attend over 1,000 road traffic accidents on some of the most congested motorway networks in the country. If a patient reaches hospital within 60 minutes of injury, their chances of survival are dramatically increased. All areas of the region are accessible in 19 minutes and 90% of the region is accessible within eight minutes. Each year it costs in excess of £7 million just to keep the three charity helicopters operational. The charity receives no funding from the government or National Lottery so relies entirely on the support and generosity of local people and businesses. The three air ambulance helicopters are based at Cosford airbase, near Shifnal Shropshire (covering Shropshire and the West Midlands), Tatenhill airbase, near Burton-on-Trent Staffordshire (covering Staffordshire and the West Midlands), and Strensham Services on the M5 in Worcestershire (covering Herefordshire, Gloucestershire and Worcestershire). The charity's three aircraft each carry a crew comprising a pilot, two paramedics or flight doctors plus full life-support medical equipment. www.midlandsairambulance.com

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