Seth Brown  
Chief Executive Officer  
Adacel Systems Inc.

Q: Can you describe Adacel's history and evolution?
A: Adacel was founded in Australia in 1987 and expanded to North America in the late '90s; first in Montreal, Canada, and then in the U.S. A key milestone came in 2002 when we won the USAF Air Traffic Control (ATC) Tower Simulation contract. A vital requirement in that competition was that the system had to be driven by speech recognition in lieu of human-in-the-loop pseudo pilots. The win fueled our growth in the U.S. simulation market and led to the move of our North American headquarters to Orlando, Fla. Perhaps more importantly, it set us apart from the herd and established us as the leader in speech technology applied to simulation and later to real-world voice activated cockpit systems. Our speech technology is now onboard both the F-35 Joint Strike Fighter and the Aermacchi M-346 advanced jet trainer.

Q: What are some of your key products in the DoD training and simulation industry?
A: Clearly ATC related products remain the cornerstone of our DoD business. That includes tower and radar simulators as well as other specific simulations including the Army's MOTS and ATNAVICS systems. We also have flightline driving simulators to train airport vehicle operators and a product called ICE, which stands for Intelligent Communications Environment. ICE incorporates our speech technology and can be tailored to a variety of environments as a self-teach tool to learn communications phrasology and basic knowledge and skill sets. We currently have it deployed internationally for aviation English training and in the U.S. with DoD and several colleges for ATC and pilot training. The USAF is presently using it in their UAV operator curriculum.

Q: What are some of the new training/simulation technologies Adacel is developing?
A: We use the tagline “Recognizing the Future... Leading the Way” and we strive to do just that. We have two key focal points: constantly improving our ATC training tools and developing better ways to apply speech technology to simulation. We recognize that old teaching methods are ineffective with today's tech-savvy students and that our clients need tools that engage their trainees to improve success rates and cut overall costs. We strongly believe that speech technology is the way forward and have made considerable strides within the components of our ATC Unified Training Solution and other areas including JTAC training and for third party add-ons to call-for-fire and related simulations.

Q: How are you positioned for the future within the military?
A: I believe we are well positioned for the future. Thanks to previous successes including our programs with the USAF and the FAA, which were the two largest ATC simulation programs ever awarded, we have garnered both the experience and the infrastructure to manage and support large-scale projects. The speech technology expertise we have built over the years is not something you can gain overnight and opens many avenues for us in military training.

Q: What is Adacel's connection with the defense community?
A: We have programs in place with all branches of the U.S. DoD as well as with other militaries including Canada and Australia. Primarily this is related to ATC simulation, but we have made inroads in other areas such as UAV, JTAC and call-for-fire training with our ICE and speech related technologies. As I mentioned earlier, we are linked operationally by our voice-activated cockpit in the F-35 and M-346 aircraft as well as work with Boeing for possible use in other airframes.

Q: What is an example of your success in the military, and what are some of your goals (specific to the training/simulation industry) over the next year?
A: We have already spoken about the USAF program, which has been a tremendous success story for Adacel. Another key event occurred this year when the U.S. Army distinguished our systems in use by the Army Reserve at Fort Rucker as the only officially accredited ATC simulators. This is very significant because it permits Army ATC units to credit simulator time on the Adacel systems for up to 50 percent of a controller's live operational training requirements, which helps units to expedite and maintain controller qualifications and proficiency.

As for goals, we remain committed to building on the successes we have achieved with our ATC training systems and to continuing our efforts to integrate speech technology within other platforms, both unilaterally and in partnership with third parties.

Q: How do customers benefit from Adacel's varied resources and expertise?
A: We sincerely intend that they gain a more fruitful training experience. To date, the results seem to indicate that they do. Training times have decreased by as much as 30 to 40 percent and graduates show a higher degree of confidence and skill from more exposure to lifelike scenarios. I think our broad customer base brings a lot to the table. The varied insight that we receive from them helps to hone our products for the mutual benefit of all concerned.

Q: How do you measure success?
A: In the end success boils down to customer satisfaction. Trustworthy products and performance lead to repeat business and a reputation that encourages new customers and a healthy bottom line. We take customer feedback very seriously and are gratified by the excellent CPAR ratings we have achieved in our DoD programs and the many awards that have been bestowed on Adacel over the years. Striving to excel on that measuring stick is what will keep us in business tomorrow.