



## Media Release

Subject: SmartPilot.ca – Progress Report After 4 Months Live  
Date: October 1, 2013

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**Queensville, Ontario, CANADA** – Canada's single source web portal for all things related to flying safely has **now been live for four months** and is taking flight! The site is a one-stop source for information, interactive courses and content rich videos – all focussed on helping pilots stay fresh and current about flight operations. And as our registered users have found, the site is **open and free to all**. The material is applicable to all levels of pilots from student through to senior.

Since launching on the 1st of May 2013, we already have **528 registered users** of the portal. While registration is not mandatory, it does allow online access to some features and also includes updates on new materials. In total **since launching, we had just over 6,000 visits to the SmartPilot.ca web portal**, of which 3,052 were unique visitors. This has resulted in **27,172 pages views** or an average of 4.3 pages per visitor. These numbers illustrate the need and interest from Canada's aviation community for flight safety material and self-improvement.

New materials continue to be developed for SmartPilot.ca. To date, **SmartPilot.ca has created and posted 5 unique new video segments**. These are in addition to the vast array of older, yet still pertinent materials posted. The new, purpose developed films cover:

### *In English*

#### **Mountain Flying**

- Mountain Flying Intro
- Navigation
- Density Altitude
- Weather
- The 180° Turn
- Tips
- Lessons Learned

#### **Aircraft Egress**

- Aircraft Egress
- Aircraft Egress Tips
- Preparing for an Emergency Water Landing

#### **Uncontrolled Aerodromes**

- Uncontrolled Aerodromes Introduction
- Departing a MF Aerodrome
- Landing at a MF Aerodrome
- Departing an ATF Aerodrome
- Landing at an ATF Aerodrome

Other new materials include **Float Planes**, detailing both the Preflight and Passenger Briefing and one on **Winter Survival** that provides information on a variety of aspects related to Winter Survival when something goes wrong.

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**French versions** of the materials have also been developed and posted thus far for **Aircraft Egress, Uncontrolled Aerodromes, Float Planes and Winter Survival**.

Looking down the pipeline, project lead Ted Rankin states, *“In final production and due for release soon is a much anticipated and requested series on Upset Training. Numbering 5 videos in total, our plans currently are to have these posted by late October 2013. Additionally the French variant on Mountain Flying should be up shortly as well.”*

Rankin also observes that *“In addition to the web portal, SmartPilot.ca has put social media to work in promoting safe flight awareness and education. Both Facebook and Twitter accounts have been created and garnered a good following. On these pages, we post several times a week with links to videos, articles and training materials from the site. Collectively, this is getting the message out and noticed, and is helping to achieve the project goal of promoting safe and consistent aviation operations in many aspects of general aviation flying. Our associates and co-developers are as thrilled as I am with the response so far. Pilots of all skill levels are getting a lot out of this effort we hear – and best of all, its all free!”*

#### **About SmartPilot.ca**

Sponsored by CASARA (Canadian Aviation Search and Rescue Association) with the financial support of the Government of Canada, under the auspicious of the Search and Rescue New Initiative Fund (SAR NIF), SmartPilot.ca encompasses a wide variety of materials covering a multitude of subjects related to flying. Examples of the site content include Airmanship, Human Factors, Flight Training, Specialty Aircraft (inclusive of Float Flying and Ultralights), Avionics, Maintenance, Weather, Navigation, Search & Rescue – and much more.

The on-going development and support of the project includes co-operative input and guidance from many leading sources and associations including Transport Canada, The Transportation Safety Board, Canadian Aviation Search and Rescue Association and a Board of Advisors comprised of recognized aviation community leaders. The Canadian Owners and Pilots Association (COPA) and the American Owners and Pilots Association (AOPA) are also helping develop and create new material. This collective effort ensures that SmartPilot.ca has great content and ease of use so pilots. Users may quickly access and participate in various study materials - including the AOPA Safety Institute courses - and some new materials being created in concert with COPA.

For additional information or comment, please visit the SmartPilot.ca website. You may also find us on Facebook and Twitter.