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# *Mission*



- To improve flight safety through increased Density Altitude awareness.



# *Overview*

- **Do your pilots SEE Density Altitude?**

# *An example of an installed DAD*



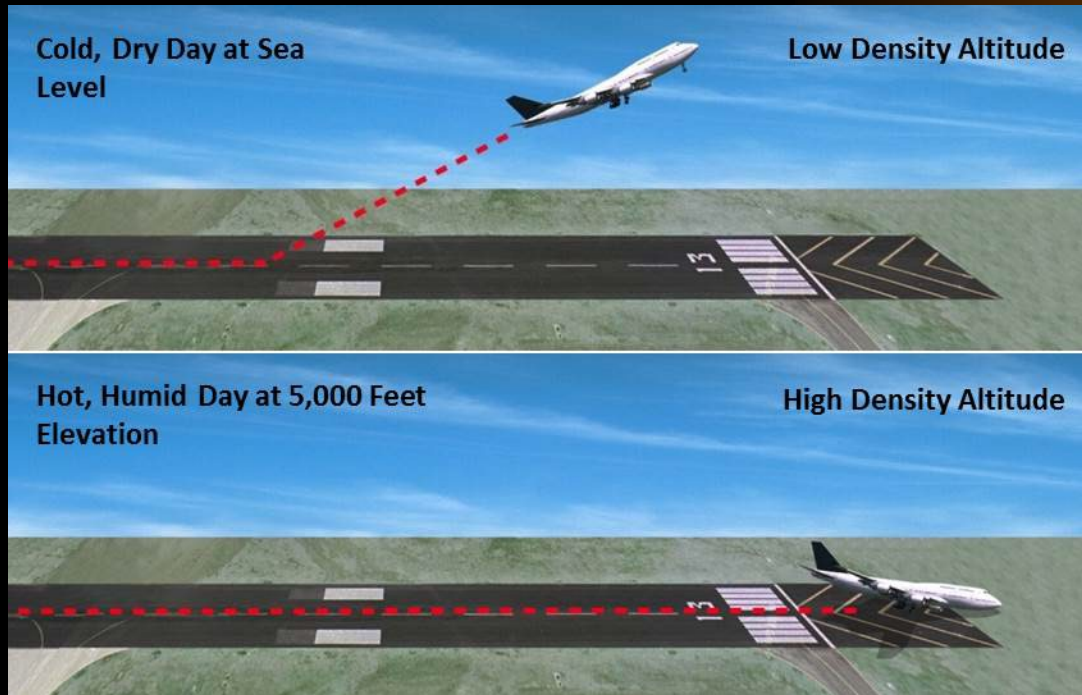
# *What IS Density Altitude?*

- Density Altitude is typically defined as pressure altitude corrected for nonstandard temperature.
- While that's a nice definition, how do we determine Density Altitude for our situation?
- Look at our sign.

# *What are the effects of high Density Altitude?*

- The engine produces less horsepower.
- A jet engine emits less exhaust mass.
- The propellor produces less thrust (thinner air).
- The wings provide less lift.
- The result?
  - A longer takeoff roll is required.

# *Consequences of high Density Altitude.*



# *How does the D.A.D. help ME?*

- **Pilots SEE Density Altitude at the point of departure, BEFORE committing to depart.**
  - Potentially making the airport safer.
- **The D.A.D. is typically installed in the Run-Up area.**
  - Bright, Visible DA information the pilot SEES.
- **Improved safety through Density Altitude awareness.**



DENSITY ALTITUDE

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AIRPORT ELEVATION 5883  
ADVISORY ONLY

# *Why should I acquire D.A.D.'s for my airport?*



- **To reduce DA incidents.**

# *What can happen, if acquire D.A.D.'s?*

- **Safer airport.**
- **More pilots may want to USE this airport (increased revenue).**
- **Pilots win**
- **We ALL win.**



# *DAD for helping at night*



# *We Offer:*



- **Quality.**
- **On Time Deliveries.**
- **Integrity.**
- **Responsive, Efficient Customer Service.**
- **Value Analysis.**
- **Sense Of Urgency.**

# *What Does This Mean?*



- *Superior Value.*