

**BendixKing**

VENTURA

## **AEROWAVE™ WI-FI HELPS VENTURA AIR CUSTOMERS FEEL LIKE FAMILY.**

For operators of legacy aircraft like the Learjet 35, the choice is between BendixKing AeroWave or no Wi-Fi at all.

**“Not many light jets, or even mid jets, can provide Wi-Fi service over the Atlantic. The BendixKing AeroWave system really sets us apart.”**

*—Nick Tarascio, CEO, Ventura Air Services*





### Overview

When customers started requesting Wi-Fi on charters, the family behind Ventura Air Services couldn't find a cost-effective solution — until they discovered the AeroWave 100 HDU from BendixKing. For a radically low price with competitive hourly access rates and voice plans, this comprehensive satellite solution gives passengers and crew unlimited access to text, email, and phone, even over water.

### Quick Facts

#### BendixKing Installed Solution

- AeroWave 100 HDU

#### Customer Results

- Always-on Wi-Fi
- Satellite weather
- Happy customers

#### Why BendixKing AeroWave 100 HDU

- Inmarsat (class 15) satellite communications
- Next solution is more than twice the price
- Flexible data and voice plans
- Addresses customer connectivity needs
- Extends the life of legacy aircraft

#### Customer

- Name: Ventura Air Services
- Location: Farmingdale, New York
- Industry: Private Jet Charters, Sales & Maintenance

## Background:

For the Tarascio family, flying in a plane has been part of everyday life for decades. In the early 1980s, when Michael Tarascio gave up a computer career to become an airplane mechanic and start a flight school with his wife Maureen, it was only natural that they'd take their young children along for the ride.

"My first memory was getting in a plane," recalls son Nick, now CEO of the family business, Ventura Air Services. "It was cold outside, and then it was warm and I was at Disney World. At a very early age, I knew that airplanes were an amazing mechanism for creating wonderful experiences."

Nick and brother Greg both work for the company — now a charter flight operator and maintenance facility — and mom and dad have no immediate plans to retire. The entire family is focused on growth and providing a premium experience for customers, who have included George H.W. Bush, Stephen King, and Paul Newman.

Now operating seven jets, the charter business is in full swing and the family continually looks for ways to modernize its fleet of vintage aircraft. "Part of our mission is to give more people access to private planes," Nick says. "Thanks to my dad's ingenuity and thriftiness, we've made a viable business out of outfitting legacy assets, like our Learjet 35, with brand-new avionics equipment. You can buy a new plane for \$30 million, but you're going to lose significant value like when you drive a new car off the lot."



When Ventura's customers started requesting charter flights with Wi-Fi in the mid-2000s, the early systems were too cost prohibitive for the Tarascio family. But without an effective solution, the company risked losing business to other operators, or even to regular airlines.

"It didn't make sense for us to put a \$200,000 satellite solution on an airplane that only costs \$300,000 to \$500,000," Nick recalls. "Then we discovered the AeroWave system from BendixKing."

## Solution:

AeroWave is a satellite communications system that allows pilots, co-pilots, and passengers to access the Internet and send and receive emails, text messages, and phone calls in-flight. It uses the Inmarsat satellite network to enable communication anywhere in the world.

AeroWave is the most affordable Wi-Fi solution available, which makes it the perfect choice for operators of light aircraft. The system can be purchased and installed for less than half as much as alternative solutions.

"For the price point, I don't think there's anything else in the market that would allow us to provide such a complete connectivity solution for people, especially on Caribbean routes and other flights over water," says Nick. "It really is the case that there's the BendixKing solution or no solution at all."

The avionics team at Ventura likes the fact that the AeroWave solution is a standalone system that's easy to work with from the start. Right in the box, all the backshells and connectors

are vacuum-sealed on cardboard, with part numbers labeled, to take the guesswork out of the installation.

Ventura also has high praise for AeroWave tech support, which goes the extra mile to help out when needed. One time, in Teterboro, some setting changes had to be made and filters had to be installed, and a field rep flew out and to provide personal assistance.

## Benefits:

The AeroWave system has been getting rave reviews from Ventura's customers, from businesspeople and celebrities to regular families and surgical teams transporting human organs for transplants.

"We do a lot of flights from New York to Puerto Rico, the Dominican Republic, Bermuda, and other destinations in the Caribbean, and our customers appreciate the fact that they can stay connected and be productive along the entire route," Nick says. Unlike ground-based systems, a satellite system like AeroWave is not affected by power outages or storms.

Nick adds that offering Wi-Fi shows that the family behind Ventura Air is made up of solutions-focused people. "We want our customers to feel like they're at home with us," he says.

For a long time, the Tarascio family kept the fact that Ventura Air was a family business under wraps, because they thought it would take away from the perceived value of their jet company's brand.



"It's actually quite the opposite," says Nick. "When I was younger and used to fly with my dad as his co-pilot, people were so excited to say, 'Hey, this is awesome. It's a father and a son, and you guys really get along.' I've had many customers tell us, 'You guys have real wealth,' referring to our family connection."

And now, thanks to the AeroWave system from BendixKing, the Tarascio family has other strong connections to offer their customers, as well.

## BendixKing

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N61-2075-000-000  
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