

# UPGRADE TAKES SAFETY TO NEW HEIGHTS ON ARIZONA CARDINALS OWNER'S FALCON 7X.

Michael Bidwill, pilot and President of the Arizona Cardinals, kicks off a new era in aviation safety with Honeywell's Primus EPIC upgrade for Falcon 7X EASy IV flight deck.

Case Study



Honeywell

# OVERVIEW

“I’ve been flying ever since I was 18 years old,” Michael Bidwill says. “It’s a real passion. I get up to cruising and forget about all the stresses of the day. I really enjoy every part of aviation.”

## BACKGROUND

Today, when he’s not at a game or in the boardroom, chances are you’ll find Michael Bidwill in the cockpit of his Falcon 7X.

“We use the airplane for all our business travel and a little bit of my personal travel,” Bidwill says. “During the season we’re back and forth to all the cities where we have games, and in the off season I serve on a lot of committees through the National Football League, so I’m constantly on the road.”



What makes the 7X his MVP aircraft? According to Bidwill, “It’s a fly-by-wire airplane. It’s got great technology and a great cockpit. It’s fuel efficient, fast, and its flying characteristics are just awesome.”

As a seasoned pilot, Bidwill knows the importance of making sure the airplane he’s flying is updated with the latest avionics. “You constantly want to be on the cutting edge of technology. The more information you can have—especially weather airspace and traffic information—the safer the airplane.”

Which is why, when Bidwill learned about the new EASy IV upgrade, he wanted to be at the front of the line to get it.

Now, with Honeywell’s Primus EPIC™ enhanced features powering his Falcon 7X EASy IV flight deck, Bidwill says the results have lived up to his highest expectations. “I’ve been blown away. All the information is right there. It’s super convenient and it all makes sense.”

## A GAME-CHANGER

“The EASy IV upgrade streamlines aircraft operations, enhances situational awareness and improves operational safety.”

**BOB BUDDECKE,**  
PRESIDENT OF ELECTRONIC SOLUTIONS

## THE UPGRADE INCLUDES:

- 2D and 3D moving maps, which dramatically improve situational awareness and safety in takeoffs and landings.
- ROAAS, Honeywell’s state-of-the-art runway awareness and alerting system that warns pilots of a potential runway overrun in time to take corrective action.
- SiriusXM Aviation Weather, which delivers all the latest reports including TOPS, lightning, NEXRAD and METAR for any airspace.

Buddecke says, “We’ve worked really hard to make our products more intuitive. We’ve enlarged the displays. We’ve improved the man-machine

interfaces. Everything we’ve done is in service of a better flying experience and ultimately a safer, smoother flight for both the pilot and the passengers.”

No wonder Bidwill describes the EASy IV upgrade as a game-changer. “I’ve said to everybody who’s flown with us, operators are going to need to install these on all 7X aircraft going forward, it’s a no-brainer. The value of the plane goes up for sure, but so does safety and the quality of the ride.”

## EASY INSTALLATION

Bidwill’s upgrade was achieved with minimal downtime, thanks to the power of experienced teamwork.

“Mr. Bidwill contacted us when he had a routine maintenance event coming up, and he was enthusiastic about the opportunity to upgrade his aircraft as well,” Buddecke says.

Bidwill picks up the story from there. “From the very beginning, when we began installing the upgrade with Standard Aero up in Springfield, their team was ready, Honeywell’s team was ready, and Dassault was ready. Honeywell sent one of their engineers to make sure everything went smoothly, and our director of maintenance was impressed with how seamlessly everything came together with the EASy IV installation.”



## IMPRESSIVE PERFORMANCE

The EASy IV upgrade earned its stripes on flight one.

“When, I picked the airplane up,” Bidwill says, “I flew from Springfield to Orange County. It was nighttime. There were a bunch of storms over Colorado, New Mexico and Arizona, and we were able to navigate them easily in the dark with a lot of confidence. All the information is right there.”

Since then, the upgrade has continued to impress “The visual approach we get with EASy IV is amazing and it takes us right into the runway at our home airport,” says Bidwill. “Now every single one of my approaches to that runway is with the new technology from EASy IV.”

He adds, “The runway avoidance and awareness system is also great. It gives you peace of mind knowing you’re not making a mistake and overlooking something, and that you’re not landing long. Thankfully we haven’t had any issues, but knowing we’ve got it there adds another level of comfort.”

## SITUATIONAL AWARENESS

Some of the biggest risks in flying today happen on the ground in crowded airports. That’s where the enhanced situational awareness capabilities of EASy IV are invaluable.”

“I’ll give you an example,” Bidwill says. “The other night we were flying into Teterboro. We had a medevac in front of us. We didn’t know what kind of plane it was, but because of the traffic detection and all the information that’s displayed, we could tell what our rate of closure was. And so before we waited for a very busy New York controller to tell us to slow down, we were able to slow down because we could see it on the display with the EASy IV. It made for a safer flight for us, and it took a little stress off the controller.”

## DATABASE UPDATES

Pilots aren’t the only ones raving about the EASy IV upgrade—just ask the team responsible for regular database updates on Bidwill’s Falcon 7X.



“Part of the installation upgrade involved replacing the data loader unit,” explains Adam DeRosa, Director of Maintenance at VCAP Aviation. “The new DLMU greatly increases the speed of data loads. Basically every other week we’re doing a database update here at the hangar, and the new data loader really streamlines the process.”

DeRosa is also a big fan of Honeywell’s customer service team.

“They helped source all the components and software we needed, as well as all the right database subscriptions. Doing all that on your own can be a cumbersome process, so we really appreciated their expertise.”

ADAM DEROSA

## PROUD PARTNERSHIP

“One of the reasons why we partnered with Honeywell is their commitment to excellence,” Bidwill says. “What they do with technology and systems and engineering—their pursuit of excellence across all those areas—aligns perfectly with the Cardinals’ values.”

Buddecke couldn’t agree more. “The Arizona Cardinals is an organization we’re very proud to be associated with, and to have the opportunity to upgrade the corporate aircraft that Mr. Bidwill flies was something we got very excited about.”

“Our ultimate goal,” Buddecke says, “is to provide the most intuitive, technologically-advanced experience for our customers in all aircraft types, and in all phases of flight. That’s exactly what we’ve accomplished with the EASy IV upgrade.”

**Honeywell Aerospace Technologies**

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