

MARK WAHLBERG TEAMS UP WITH HONEYWELL FOR ULTIMATE COMFORT, SAFETY AND EFFICIENCY ON HIS PERSONAL AIRCRAFT

Case Study



**PAUL SLOBODA, DIRECTOR
OF MAINTENANCE FOR
MARK WAHLBERG**

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Honeywell

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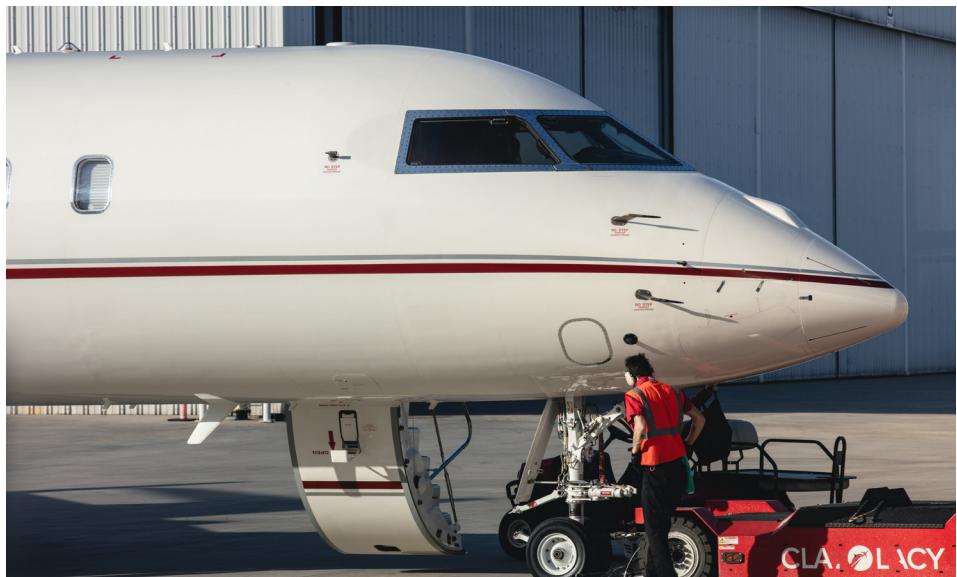
With a busy schedule that takes him across the U.S. and around the world, screen star and entrepreneur Mark Wahlberg depends on his Bombardier Global Express and his tight-knit flight and operations team. That's why he partnered with Honeywell Aerospace for a range of integrated upgrades that improve his productivity wherever he goes—and ensure he gets there safely, on time and in style.

BACKGROUND

Mark Wahlberg needs no introduction for moviegoers worldwide. But this star of blockbusters ranging from "Ted" to "Transformers: Age of Extinction" is more than just an actor. He's also an executive producer on hit shows including "Entourage," "Ballers" and "In Treatment." As if that didn't keep him busy enough, there's his string of entrepreneurial successes, including the Wahlburgers restaurant franchise, the AQUAhydrate fitness water brand, car dealerships and more.

Whether it's a film shoot in Colombia or a business meeting in Columbus, it's the job of his pilot and aircraft maintenance director to get Mark there in comfort, safety and style. "We don't operate in just one area—we're pretty much on a global level depending on where Mark is filming," says Randall Parrott, Mark Wahlberg's Chief Pilot.

Just as Mark wears many hats, his aircraft has to serve the full range of his business and personal needs. That means always-on connectivity wherever he travels. The aircraft had a GoGo ATG in-flight Wi-Fi system, but it only provided coverage in North America. "We wanted to provide Mark connectivity worldwide to ensure productive time wherever he flies," says Paul Sloboda, Director of Maintenance.



In the cockpit, they needed to replace the bulky CRT display with an enhanced, modern display—and on the ground, they needed to know they could get equipment repaired or replaced whenever needed. With technology that unlocks insights into key performance indicators, they could continuously meet Mark's high standards.

In the cockpit, the Honeywell Primus 1000/2000 Cockpit System with Primus Elite Advanced Features adds new levels of sophistication and situational awareness. The Honeywell Forge next-level connectivity solution provides advanced, edge-to-cloud monitoring of

aircraft performance. JetWave hardware provides always-on Wi-Fi in the cabin for Mark and his guests, whether they want to make a real-time video call or relax with his favorite sports team or the latest movies. Overall, Honeywell technologies come together to help Mark and his crew make the most of every minute.

QUICK FACTS

Customer

- Name: Mark Wahlberg
- Location: Los Angeles, California
- Industry: Entertainment and Media
- Social Media: <https://www.facebook.com/markwahlberg/>

Honeywell Installed Solution

- Honeywell Maintenance Service Plan Avionics Coverage
- Honeywell Primus 1000/2000 Cockpit System

- Honeywell Primus Elite Advanced Features
- Honeywell JetWave
- Honeywell Forge

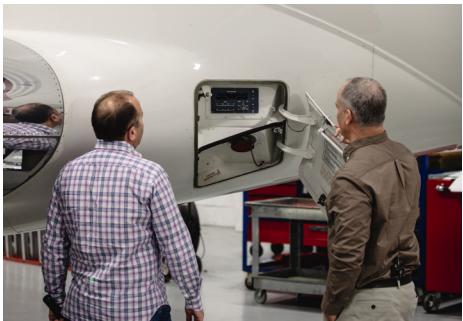
Customer Results

- Enhanced situational awareness for the pilot
- Improved reliability and cost predictability for the maintenance crew

- High-speed internet connectivity worldwide for Mark and his passengers

Why Honeywell

- Integrated solutions supporting enhanced comfort, safety and efficiency
- Fast, global internet coverage for always-on connectivity
- Industry-leading maintenance and operations innovation



SOLUTION

With a high-quality but aging aircraft at the center of the operation—a Bombardier Global Express Classic, the team was on the lookout for solutions that would improve avionics monitoring and maintenance, ensuring high levels of availability and safety. At the same time, as an entrepreneur, Mark always has his eye on the bottom line. Cost-effective operations and maintenance remained a top priority.

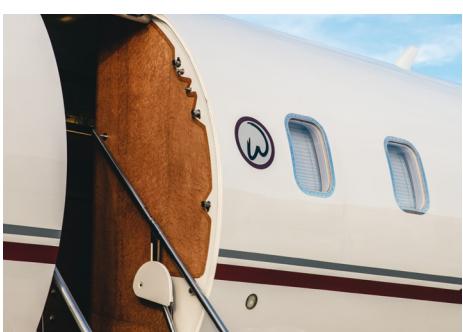
Honeywell was a natural choice for Mark's business aviation needs, with integrated solutions that address the entire spectrum of operations, maintenance, connectivity and passenger experience. "Having the breadth of Honeywell systems installed in the airplane gives us the confidence that we can reach any destination safely and on time," says Sloboda.

The Honeywell Forge advanced connectivity solution is at the heart of the upgrade, providing the coverage and data-based decision-making tools the team needs wherever it flies—all in an affordable, flexible package. Honeywell Forge provides best-in-class support

infrastructure to ensure all aspects of the cabin network, ground network and satcom equipment share a continuous flow of data for a positive passenger experience. It gives the crew a single pane of glass to monitor and manage avionics components. Combined with JetWave high-speed satellite communications hardware, it delivers global high-speed internet coverage.

Honeywell Maintenance Service Plan (MSP) Avionics Components helps the operations team ensure continuous availability. The most widely-recognized maintenance offering in the industry, MSP Avionics takes the uncertainty out of repair and maintenance costs for covered systems with 24/7 aircraft-on-ground support and free exchange, rental and repair units.

In the cockpit, Parrott has a fully modern flying experience with the Honeywell Primus Elite 1000/2000 digital flight guidance, flight management and electronic display system. The team opted for Primus Elite Advanced Features including Honeywell Synthetic Vision, Honeywell SmartRunway and SmartLanding and XM Weather.



BENEFITS

Upgrading Mark's aircraft with Honeywell technology has improved his experience in multiple ways. The most obvious for Mark himself is fast, reliable in-flight internet across the globe. Whether it's sharing a video call with his family, answering email, or watching live TV, he never has to be out of touch.

Honeywell Forge and MSP Avionics help enhance operations and optimize costs. "MSP Avionics makes our expenses more predictable and ensures we can get replacement or repair quickly wherever we go," says Sloboda.

For Parrott, flying Mark Wahlberg is a dream job. Now he has a cockpit to match. "Primus Elite Advanced Features add a lot of value to the airplane," he notes.

"Honeywell Synthetic Vision is like looking at the airport in perfect conditions and lighting, providing additional situational awareness especially when operating at night or in challenging weather."

Parrott concludes, "As a pilot, I deal with a lot of different vendors and Honeywell really stands out. They're always there to help us use their equipment to the best of our abilities." When you're responsible for getting one of the world's biggest stars wherever he needs to go, having the right technology—and the right partner—makes all the difference.

For more information

Please visit:

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