



PRESS RELEASE

Innovative Advantage and ALTO Aviation partner to bring immersive Dolby Atmos™ Surround Sound to Business Jets.

Premium AVDS™ Backbone and ALTO Cabin Audio systems deliver a new benchmark in immersive cabin sound.

Las Vegas, NV - October 13, 2025

Innovative Advantage (“IA”) and ALTO Aviation (“ALTO”), sister companies within the Heads Up Technologies, Inc. group of companies (“HUT”), a leading provider of highly engineered, proprietary lighting, cockpit and cabin electronics serving the business and commercial aviation sectors, are proud to announce a groundbreaking collaboration unveiling their capabilities to provide immersive Dolby Atmos® surround sound audio technology specifically optimized for business jets.

This collaboration leverages IA’s robust AVDS™ Cabin Backbone System for reliable, high bandwidth distribution and ALTO’s custom-engineered amplifiers and loudspeakers optimized for each cabin layout, delivering over five hundred channels of uncompressed multichannel digital audio and high definition video, ensuring a zero latency, lossless signal path from the source to the ALTO amplifiers.

With this solution, Heads Up Technologies Group delivers a fully integrated Dolby Atmos enabled audio ecosystem, combining reliability, modularity, and world-class cabin sound performance, redefining the In-Flight Entertainment experience.

ALTO’s Digital Signal Processing (DSP) controlled amplifiers and precision loudspeakers are acoustically tuned onsite by ALTO Cabin Systems Engineers for each cabin configuration, providing accurate spatial imaging and optimized Dolby Atmos performance. The result is an immersive, three-dimensional listening experience where sound moves all around the passengers creating a sensation of being inside the action – however they choose to listen.

Technical Advantages:

The ALTO/IA partnership offers unique advantages for Operators, Completion Centers, and End-Users, including:

- Powerful configuration and diagnostic capabilities from within the AVDS Client™ application for easier installation and support.
- Pure digital transmission over single ethernet interface eliminates risk of noise, ground-loops, and supports longer cable runs.
- AC and DC amplifier options.
- Digital Audio Backchannel from TSO'd Public Announcement ALTO amplifier for integration with headphones and other entertainment speakers.

“ALTO’s engineering team worked closely with IA to ensure perfect phase alignment, system calibration, and certification readiness,” added Anthony Molina, Director of Aftermarket Sales for Heads Up Technologies Group. “The result is an unrivaled tunable audio platform that delivers reference-quality sound and fits easily within the existing OEM and aftermarket integration framework.”

“Our focus has always been on engineering innovative products that integrate seamlessly in the cabin to provide the ultimate passenger experience” said Nestor Fenoy, Director of Systems Engineering for Innovative Advantage. “By combining IA’s AVDS backbone with ALTO’s expertise in high-fidelity cabin acoustics, customers can now offer the Dolby Atmos experience with the same dependability, scalability, and personalized customer support they expect from IA and ALTO.”

The IA/ALTO Dolby Atmos solution is designed for new production aircraft and retrofit programs, offering flexible configurations that support Dolby Atmos-enabled playback from IFE sources. It maintains full compatibility with existing AVDS infrastructure, minimizing additional weight and wiring while providing a future-proof, digital audio distribution platform, compatible with all Cabin Management System (“CMS”) architectures.

Heads Up Technologies and ALTO Aviation exhibit at NBAA-BACE, booth 1763 offering Dolby Atmos demonstrations. Innovative Advantage exhibits at NBAA-BACE, booth 912.

About Heads Up Technologies

Founded in 1985, Heads Up Technologies is a precision engineering company at the intersection of aviation design, innovation, and integration. From cockpit to cabin, HUT develops and delivers proprietary systems that span lighting, control, and connectivity, purposefully crafted to elevate every moment onboard.

Serving OEM and aftermarket clients across the business, commercial, and defense aviation sectors, Heads Up Technologies is known for its craftsmanship, agility, and unrelenting commitment to the passenger experience.

www.heads-up.com

About Innovative Advantage

Founded in 2005, Innovative Advantage, a Heads Up Technologies Group company, engineers and manufactures AVDS™ – the highest performing Audio, 4K Video, and Data fiber cabin backbone for Business Aviation.

Successfully proven on over 2,000 OEM and aftermarket installations, the AVDS™ Node system, available in 8-slot and 4-slot versions, and customizable for every aircraft specification, is the industry's lightest weight, most reliable cabin backbone, supported by IA's in-house engineering and customer solutions teams.

For over 20 years, we have empowered our partners by providing uncompromising Audio, Video and Data distribution, 4K and HDR. AVDS™ technology reduces installation time, increases system reliability, and improves every passenger's IFE and Cabin Control experiences.

www.in-advantage.com

About ALTO Aviation

Founded in 1997, ALTO Aviation is a distinguished leader in the aerospace industry, specializing in premium cabin audio solutions. With a dedicated cabin audio systems engineering team, ALTO designs premium certified cabin audio systems and cabin management for a wide range of business aircraft in the business aviation sector.

www.altoaviation.com

For more information on this press release and NBAA-BACE onsite interviews, please contact:

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