EXPLORING POSSIBILITIES OF WEATHER IN THE COCKPIT WITH FPAW AT NBAA
Agenda

- Challenges with weather in the cockpit today
- Vision of cockpit weather in 5 to 10 years
- What does Honeywell pursue? What is the process?
Challenges with Weather in the Cockpit

- Ever-increasing number of weather models and data

  - Ground Radar
  - Cloud Top
  - Airport Weather
  - PIREPs/AIREPs
  - Lightning
  - Winds Aloft Forecasts

- Weather data is incomplete

- How do we make weather improvements profitable?
Leverage the Honeywell Connected Aircraft© and a larger sensor ecosystem to simplify how weather data is presented to the cockpit.
How We Pursue Opportunities

Market
- Which markets do we want to be in?
- Which markets are growing?
- Which markets can we be competitive in?

Needs
- Voice of the Customer
- Needs – Rank and weight
- Segmentation – Pick your customers

Value
- Can we deliver disproportionate value?
- Is the customer willing to pay for it?
- How do we differentiate? User Experience!
Wrap-Up

- **Challenges with weather in the cockpit today**
  - Increasing interpretation complexity
  - Incomplete data
  - Need to make money

- **Vision of cockpit weather in 5 to 10 years and what needs to be done**
  - Leverage connectivity
  - New sensors to cover gaps in existing weather
  - SIMPLIFY and INTEGRATE

- **What does Honeywell pursue? What is the process?**
  - Market → Needs → Value
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