

# PIVOT™

Better Connection. Better Protection.  
Making the *Case* for Aviation.

## ARE YOUR PILOTS “BRIEFING THE WINDOW” INSTEAD OF EACH OTHER?

*PIVOT solves this challenge with an EFB solution actually made for PILOT and CREW workload.*

If your EFB mounts are two handed puzzles for your pilots, it is likely your pilots aren't briefing each other; they're opting to avoid removing the EFB and “brief the window.” Choosing convenience over face-to-face interaction during critical procedures and approaches decreases performance and safety. Switch to PIVOT today!  
*It's time to STOP briefing the window!*



**PIVOT = SAFETY**

## SUPPORTING FACTS:

- 1** Numerous studies have shown that people only remember 10% of what they hear; 20% of what they read; BUT 80% of what they see and do! <sup>1</sup> Maintaining VERBAL & VISUAL personal connection is the key to maintaining high levels of CRM and effective cockpit communication and identifying mistakes.
- 2** Retention of information is six times greater when it is presented by visual and oral means compared to when the presentation is done by the spoken word alone. <sup>2</sup>
- 3** Research reported in Psychological Science revealed that when gestures and speech convey the same information, they improve verbal communication. In addition, gestures and speech form an integrated system that increases language comprehension. <sup>3</sup>
- 4** Research looking at hand-held devices with large shared displays found that shared displays improved non-verbal interaction and awareness of visual focus. These displays helped participants illustrate their meaning by using hand gestures to refer to the information on the shared display. They also increased eye contact with partners. Researchers concluded that shared displays enable participants to establish ideal communication patterns achieving effective collaboration. <sup>4</sup>





*Designed by a  
commercial airline pilot*

PIVOT's unique design perspective, “By pilots for pilots”, makes it the most relevant EFB case and mount system available today. The complexity of today's flight operations make it imperative every member of the team is “in the huddle” engaged and ready to safely, effectively, and correctly operate craft and crew from start to finish. Consider PIVOT as a flight safety tool which helps the human element effectively integrate with the machine.

[1] Paul Martin Lester, “Syntactic Theory of Visual Communication,” California State University at Fullerton, 1994-1996. [2] “Presenting Effective Presentations with Visual Aids,” U.S. Department of Labor, OSHA Office of Training and Education, May 1996. [3] Nauert, R. “Gestures Improve Verbal Communication,” Psych Central, September 2014. [4] Chen-Chung Liu and Lin-Chuan Kao, “Hand-held Devices with Large Shared Display Groupware: Tools to Facilitate Group Communication in One-to-One Collaborative Learning Activities,” Graduate Institute of Network Learning Technology, National Central University, Taiwan, 2005.

**PIVOT™**

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