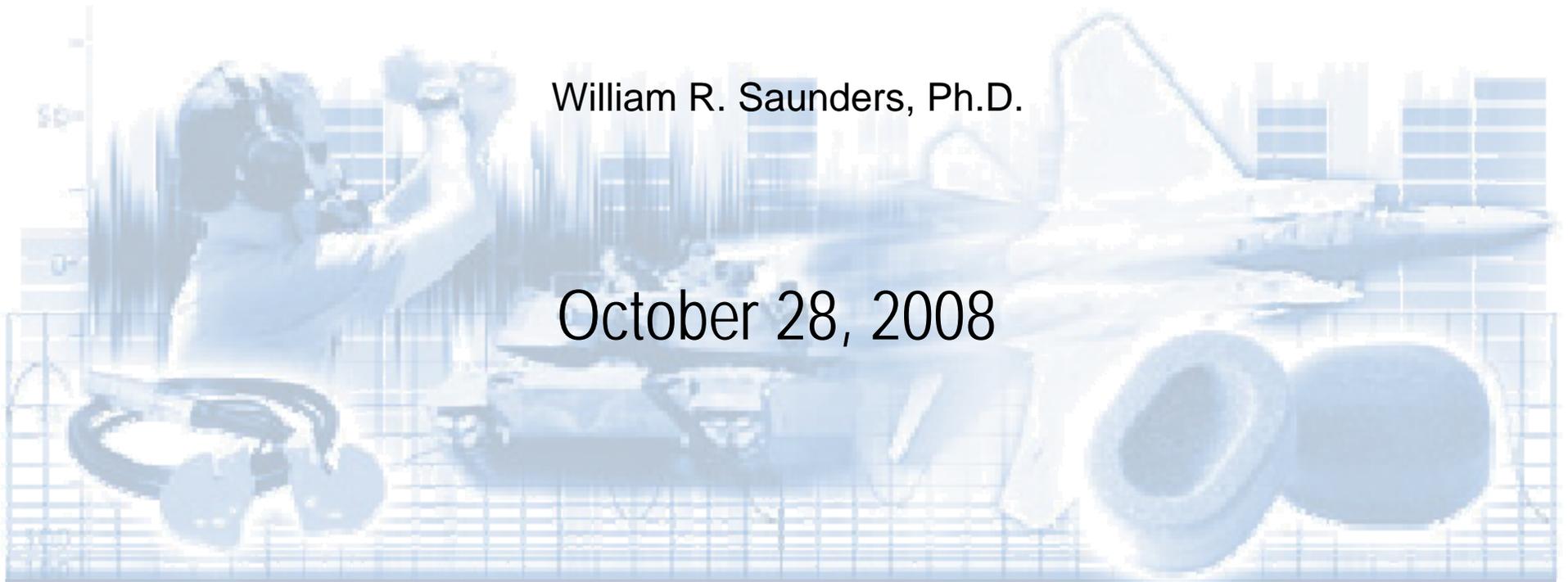




Phase I, Phase II & Transition to Production

William R. Saunders, Ph.D.

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Hearing & Head Protection with Communications

- ATI and Aegisound are transitioning new hearing protection, communications, and head protection equipment for use on USN flight deck and flight line environments.



JSF Digital ANR HPD



Argonaut Communications HPD



MAX40 DHP HPD



Flight Deck Cranial Helmet



Superior Communications and Protection Solutions in Extreme Noise Environments



Leveraging the SBIR Opportunity

- SBIR Phase I and Phase II programs
 - Take a selective approach
 - Commercialization strategy decisions before Phase I proposal
 - TPOC's are critical; communicate technical merit to TPOC prior to Phase I
 - Make Phase II decisions that are loyal to commercialization strategy
 - Strive to over-perform
 - Phase I prototypes, if at all possible
 - Phase II prototypes ready for transition programs
 - USN SBIR program is proactive; take advantage of opportunities
 - » Transition Assistance Program (with Dawnbreaker)
 - » Phase 2.5 and Phase II enhancements; Commercialization Pilot Program
 - » IDIQ contracting
 - Compete for any related programs (BAA's; SDD's); cast a wide net
 - Seek out other technology transition programs
 - OSD (Technology Transition Initiatives; ManTech; others)

Technology Development – Phase I and II

2001	2002	2003	2004	2005	2006	2007	2008
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AFRL 6.3 – ANR Earplug

Design and Validate ANR Earplug Concept; TRL 3-4

Phase I **SBIR N01-162** Phase II Phase II Enhancement

Full Investigation of HPD and Communications Technologies for Flight Deck Use

Phase I **SBIR N02-151** Phase II E1 - ONR E2

Development of HPD Modeling Capabilities

Phase I **SBIR N04-255** Phase II

Design and Development of New Flight Deck Cranial

Phase I **SBIR AF05-057** Phase II

Actuator Design for Improved ANR Earplugs

Phase I **SBIR N05-095** Phase II

Talk-Through Audio Technologies for USN HPDs

(4) USN PI and PII Programs

(1) AFRL 6.3 Program

(2) AFRL PI and PII Program

(3) USN PII Enhancements

Technology Transition – Valley(s) of Death

2005	2006	2007	2008	2009	2010	2011
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Eng Development
Phase II Enhancements,
IDIQ D.O.'s

V1) RDT&E
CPP, TTI

V2) Ramp to Full-Rate
**NRE, Infrastructure,
Ramp to Volume**

Procurement
Self-Sustaining
Q4, CY2009

JSF SDD Contract

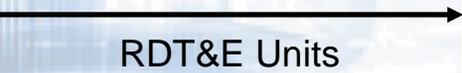
**USN SBIR
Commercialization
Pilot Program**

Production
Representative
Units

Gov't Assistance: Bus. Planning; Qual Testing;
Certifications; Etc.

**USN - OSD
Technology Transition
Initiative**

Test & Verification of
Production Representative Units



RDT&E Units

USN – OPN (PMA202)



Superior Communications and Protection Solutions in Extreme Noise Environments



The Business Side of Technology Transition

- **Strategic evaluation of candidate prime contractors**
 - Who will produce the end-products?
- Our situation: Small Business as prime vendor for new DOD products
 - Commitment to Quality (ISO 9001:2000)
 - Release and transition of design to manufacturing
 - Processes, plans must be in place
 - Begin with very low volume production for verification test units
 - Planning and execution for ramp to higher volume production
- Be proactive in managing risk to government procurements
 - Small business = high risk to govt.; need ongoing communications
 - Strategic alliances (e.g. DOD Mentor Protégé program)



Superior Communications and Protection Solutions in Extreme Noise Environments



Success is always around the corner ... and transition is a team sport

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