



PRIDE  
AUTOMATION  
A TRACLABS CO.

# Pride Automation, Inc.

AUTOMATION-ENABLED ELECTRONIC PROCEDURES PLATFORM

[www.prideautomation.com](http://www.prideautomation.com)





# PRIDE AUTOMATION

A TRACLABS CO.

## ABOUT OUR COMPANY

Pride Automation, Inc. (PAI) is a wholly owned subsidiary of TRAC Labs, Inc. PAI was incorporated to develop the PProcedure Integrated Development Environment (PRIDE) software, which simplifies procedure authoring, allows operators to execute procedures concurrently, and records results for analysis. PRIDE is used in applications where procedures are critical to the assembly, maintenance, and operation of complex, high-risk systems, e.g., spaceflight operations and aerospace manufacturing.

TRAC Labs was established to conduct world-class artificial intelligence and robotics research. We have a strong team of engineers and scientists with diverse backgrounds and international recognition for their research.



## OUR STORY

PRIDE is part of a large and growing market for electronic workflow products that assist human operators to safely and efficiently perform procedures that have traditionally been done in a manual paper format, and is the perfect solution for both large and small companies. It will revolutionize the Oil and Gas, Petrochemical, Automotive, Manufacturing, and Aerospace industries.

PRIDE has a long and compelling heritage with NASA. Over a decade ago, NASA identified a need to digitize paper-based procedures and the initial funding and software development began. PRIDE is now used by NASA's Mission Control personnel for the International Space Station and the Orion Crew Exploration Vehicle. PRIDE's footprint now extends to other industries and manufacturing companies looking to make the transition from paper to digital procedures.

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Contact: [sales@prideautomation.com](mailto:sales@prideautomation.com)





## PRIDE AUTOMATION SOFTWARE

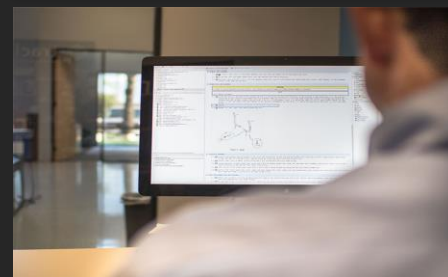
### PRIDE Products

**PRIDE Author** allows you to easily create, publish, and maintain online work instructions from your computer with a drag-and-drop interface. It allows your procedure to contain logical statements (if/then), calculations, image or data recording, timed steps, or alerts (info, caution, or warnings).

**PRIDE View** runs procedures through your browser on any device with multi-user collaboration. Steps are checked off, and advisory content added by the author is shown. The operation is logged in a central database, including comments with text, images, or video.

**PRIDE Automate** handles the dull and repetitive tasks, allowing skilled humans to observe and step in as needed. The human is in control while automation does the heavy lifting.

**PRIDE Monitor** What gets measured gets managed. With PRIDE, each step of the operation is recorded. The central database contains a complete record of all actions, including those undone/redone. Data can be used to address training needs or to improve procedure writing.



### PRIDE Services

**Cloud-Based Server Hosting** PRIDE View can be hosted and serviced by our engineers and provided to your organization with no maintenance needed. Your organization will receive the latest software releases and fixes and monitoring of performance to keep your organization up and running while you continue to work hassle free.

**Software Consulting** Our development staff is available to customize PRIDE products for your company's specific needs. Common requests include integration with your enterprise resource planning software and developing interfaces to communicate with hardware or software within your workspace.



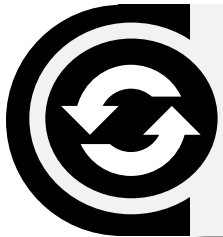
## CUSTOMER BENEFITS

### Customer Benefits: More Control and Improved Efficiency



#### **Collaborative Workflow**

All team members can track progress as procedures are performed.



#### **System Integration**

Bring data from databases, business logic, and control systems into the procedure.



#### **Change Management**

Ensure that work is done using up-to-date versions, and enable review cycle tracking.



#### **Compliance**

Process data history is stored for audits and process improvement.



#### **Safety**

Enhanced awareness, with warning, caution, and danger callouts along with personal protective equipment (PPE) requirements

## THE PRIDE ADVANTAGE

- 1** **Ease of Authoring**  
PRIDE is faster than MS Word for expediting changes to procedures in real time.
- 2** **Flexible in the Field**  
PRIDE can work with any mobile device, with or without internet connectivity.
- 3** **Audit Capability**  
PRIDE assures accountability & provides analytics for process improvement.
- 4** **Pathway to Automation**  
PRIDE allows for gradual automation of routine procedures for digitally controlled systems while maintaining human-in-the-loop supervision.

PRIDE software is a safer, faster, and better way to automate procedures. We are next-generation-workforce ready, removing the disconnection between instruction and execution by allowing users to keep their procedures up-to-date and standardized. Data-driven decision making means rapid responses based on real-time conditions.



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## OUR CONTACTS

### Corporate Address

100 N.E. Loop 410, Suite 520  
San Antonio , TX78216

### Software Development Center

16969 N. Texas Ave. , Suite 300  
Webster, TX 77598  
281.884.9601 (Ph)

### Marketing

[sales@prideautomation.com](mailto:sales@prideautomation.com)  
[info@prideautomation.com](mailto:info@prideautomation.com)

### Find Us Online

[www.prideautomation.com](http://www.prideautomation.com)  
[twitter.com/PRIDEautomation](https://twitter.com/PRIDEautomation)  
YouTube: Pride Automation Inc.