



Simrad NSE
Best in class just got better

Brilliant 2.0

NSE RTM 2.0 Software Integration Press Event
Rapallo, Italy, 18-19 May 2010



NSE Software Integration Press Launch

We invited 30 of Europe's most influential marine journalists to the beautiful Italian port of Rapallo, to experience first-hand the impressive new Simrad NSE Software features.

- ▶ Testing the Simrad NSE systems aboard a variety of motor, sailing and fishing vessels from 21-63ft enabled the journalists to fully appreciate the impressive NSE integration capabilities.
- ▶ During the two day, on-the-water event the journalists were able to test the full range of NSE RTM2.0 software features including Pilot Integration, StructureScan™ Sonar Imaging, C-Zone Digital Switching and the all new Simrad SonicHub™

The aim of the event was to demonstrate:

TECHNOLOGY • INNOVATION • INTEGRATION • CONTROL

On-the-water demo of the new NSE Software and BR24 Integration onboard the stunning Rizzardi 63



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On-the-boats

Navico Italy had arranged use of a 21ft RIB, 28ft AI Custom fishing boat, brand new 42ft Bavaria motor boat, 45ft Comet sailing yacht and 63ft Rizzardi motor yacht. Pilot integration was demonstrated aboard the larger motor boats and sailing yacht. C-Zone Digital Switching was installed aboard the Comet 45. Jarrod Sagar from BEP Marine travelled from New Zealand to be with us and show the journalists

all the benefits digital switching offers, including built-in timers, dimmers, alarms, voltage reducers and load shedding. StructureScan™ for NSE was demonstrated aboard the majority of boats including the AI Custom for locating ideal fishing spots and the Comet for identifying structure that could snag an anchor line.

NSE 12" control at the Bavaria 42 helm



The boats and the location were the perfect backdrop to showcase the new NSE features



The Rizzardi 63 showing off the Simrad 6kW Open Array radar



BR24 was installed aboard four of the five boats enabling the journalists to witness NSE/BR24 Integration for both power and sail



“The NSE brings everything you need together into one place and that’s what’s perfect about it.”

Ann Kristin Johansen – Batavisa, Norway

NSE RTM2.0 Software prompting whether you want to engage the Autopilot in Nav mode



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On-the-water

Two of the most impressive Pilot demonstrations were seen aboard two very different boats; the pilot was engaged on the Rizzardi at high speed and the control from the NSE screen proved the ease and reliability for a large, powerful vessel.

NSE split-screen with Autopilot steering to a route



The Comet 45 was a big hit with the journalists, showing NSE autopilot integration, C-Zone Digital Switching and BR24 under sail



Setting up the SonicHub™ on the NSE12



The pilot was also engaged aboard the yacht, under sail in 25kts of wind, this highlighted the reliability and efficiency when tacking and bearing away in windy conditions.

Al Custom 28 fully loaded with NSE, Autopilot, Broadband Radar™, StructureScan™ and SonicHub™ - what a treat!



“The NSE will, according to me, be the future in the nautical field.”

Matthias Negri – Vela a Motore, Italy

CZone installed on the Comet 45. Everyone was amazed with the remote keyfob - “Cool, I want one of those!”

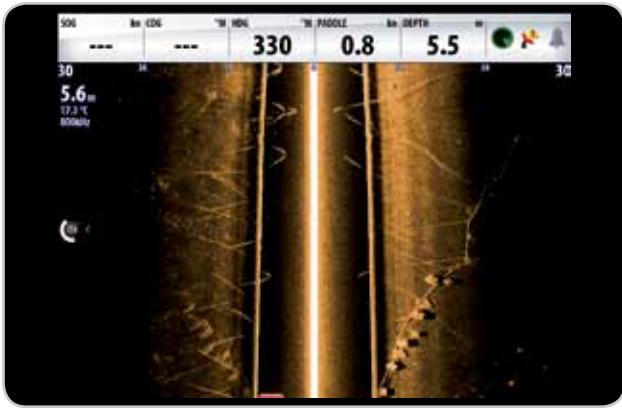


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The 'WOW' factor

StructureScan™ didn't fail to stun the journalists, especially those who had never seen technology like this before. The structure definition was outstanding and clearly highlighted places that were unsuitable to drop anchor as well as structure that could be of interest for diving or fishing.

Proving StructureScan™ is not just for fishing... would you want to anchor here?



Paulo demonstrating Simrad NSE RTM2.0 features on Navico Italy's RIB



Rock Your Boat! The journalists enjoyed the sounds of AC/DC using the all new SonicHub™



"I was very impressed with the Czone. Turning things on and off all from one station on one switch, very clever. Certainly, I think it's going to have the competition thinking. Sounds like there's almost an infinite amount of options you can have"

Neale Byart - Motor Boats Monthly

NSE RTM2.0 Software and Broadband Radar tracking two MARPA targets



Joyce, Ann-Kristin, Hans and Terje from Norway all smiles following a successful demonstration



Technology ▪ Innovation ▪ Integration ▪ Control

All journalists left the event with a firm understanding of how Simrad are leading the way in developing products that consumers want. The investment in R&D, Engineering, Product Management and Marketing over the past year has installed in the minds of the most influential journalists that Simrad is a powerful player in the global marine electronics market.

Broadband Radar™ pole-mounted on the stern of the Comet 45



Journalist reception before the Q&A session on Day 1



Mike Fargo, Simrad Product Line Director and Roberto Sesenna, Italian Distribution Manager proudly introduce NSE RTM2.0 Software Integration

"I was really impressed by the Sonic Hub because you can play music in the same place as you can navigate... it's very nice. It's a new technology which is wanted by the customers."

Joyce Christine – Batavista, Norway



Filming the "How To..." videos aboard the AI Custom 28 - another 'Mike Fargo production'



Still to come..

As well as demonstrating the products to the journalists we also took the opportunity to capture other important things:

- ▶ Two minute event showreel with journalist testimonials
- ▶ Over ten "How To..." tutorial clips that will feature on our website and will be posted to YouTube
- ▶ Lots of screenshots, some you see here, that will be loaded to the Mediabank
- ▶ Video of boats fitted with Simrad equipment for use in Boat Show movies

These will follow within the next fortnight and we will advise when available.

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