



July 15, 2010 Media Update

New in Electronics

Palladium Technologies – *SiMON* is the only monitoring system in the world with application written on the Apple platform which gives it the ability to present its data on *the iTouch and iPhone* apparatus, as well as the new *iPad*, while also integrating entertainment system and camera security on the same unique hardware.

SiMON is a 2009 DAME award winner. DAME (Design Award METS) is now recognized as the world's leading design competition for new marine equipment and accessories.

For this show season you will find the *SiMON*² new *iPad* application for *SiMON* monitoring system (demo available on the *itunes* store at: [_http://itunes.com/app/simon2](http://itunes.com/app/simon2))

*SiMON*² as designed for the *iPad* uses WiFi technology to communicate with the newly designed *SiMON*² controllers. These controllers interface to the ships critical equipment, such as engines, generators, bilge, tanks, batteries, AC electric, doors, etc. One or many *iPad*'s running the *SiMON*² can operate concurrently on each yacht, providing ultimate flexibility. Navigation between screens is based upon the new icon driven dashboard, along with using the swipe, multi-touch technology of the *Apple iPad*. This version includes the integration of cameras and lighting control within the *SiMON*² alarm monitoring system.

FarSounder, Inc. – a US based high technology marine electronics manufacturer specializing in underwater acoustics and 3D presentation will debut their new fixed ship protection system, sonar used for underwater security and floating asset protection.

Krill Systems - Fuel & Vessel Monitoring Systems is the first National Marine Electronics Association (NMEA) 2000 Database history logger which collects, displays, sends & transmits to vessel owners. NMEA 2000 is the new world standard in marine electronics data protocol, established by the National Marine Electronics Association, for networking multiple instruments on boat. Simply put, any NMEA 2000 certified device (sensor, sonar, GPS, multi-function gauge, etc.), regardless of brand, will share and/or display user-selectable data with any or all other display instruments installed in a NMEA 2000 network.

Icom America Inc. - an engineering and manufacturing company that includes state-of-the-art digital communications equipment for land, marine and avionics will be introducing a new Automatic Identification System (AIS) Transponder the MA500TR. At the show they are also offering a \$100 mail in rebate on the MXA5000 AIS receiver and a free "how to use" the SSB Radio with purchase of a SSB Radio.

Marine PC – offers Marine Grade DC Computers and Waterproof Sunlight Readable LCD Monitors is now offering LED Backlighting for Monitors. All PC's are Core2Duo.

(MORE)

New Green Tech

Thetford Corporation & Norcold, Inc – a winner of this year's Corp! Going Green Awards and the world's leading manufacturer of mobile sanitation products for the marine, RV, camping and truck markets, Thetford Corporation offers Designed for the Environment (DfE) recognized marine care products. Thetford was selected as a Green Industry Innovator as it's one of the few companies to develop and produce green cleaning formulas for boaters. Come see their new Aqua Clean product at the Show. They will also be introducing a wall switch for marine toilets.

Flitz International, LTD. – Offering an all green product line, Flitz leads the industry in high quality buffing products with indefinite shelf life. At the Show, Flitz will introduce their Ultimate Marine Care Kit, Marine Speed Waxx and Plastic Window and Fiberglass Restoration Kit which have never been see at any retail show. Flitz will offer live demonstrations of their products at the Show.

RCI Technologies – a “green clean” certified filter company offers significant improvements in exhaust emissions. Tests on the RCI Technologies fuel purifier show that smoke emissions were reduced by 17.3%, carbon monoxide emissions by 10.4%, and nitrogen oxides by 5.9%.

New in Personal Watercraft

RIVA Motorsports – the largest personal watercraft dealer in the world will be debuting the 2011 Sea Doo and Kawasaki line ups including the Sea Doo iControl watercraft, the only watercraft with a brake!

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Media Contact:
Pierson Grant Public Relations, (954) 776-1999
Danny Grant, ext. 235, dgrant@piersongrant.com
Marielle Sologuren, ext. 226, msologuren@piersongrant.com