



Navionics launches **SonarCharts™**

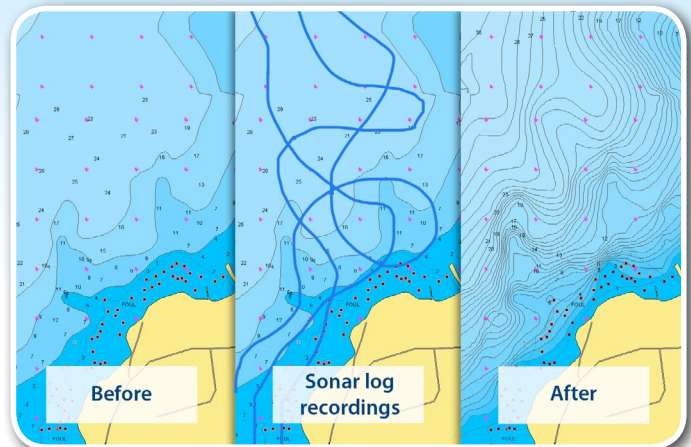
A new high definition layer for iPhone/iPad, GPS plotters, and WebApp

SonarCharts™ exposes incredible seabed detail not available on existing cartography. Using its proprietary process developed over many years, Navionics integrates its survey data with Hydrographic office data and sonar logs received from the Navionics Community which combined reveal maximum detail. Online updates to the seabed are available daily allowing for timely bathymetric awareness for ever changing conditions.

All Navionics users can become explorers! Virtually anyone with a sonar device can plumb the marine depths to discover any kind of relief, hidden gorges, detailed mountains, canyons, or submerged structures never before mapped! Sonar logs can be uploaded online through navionics.com website and revised charts are available within 24 hours.

All users benefit from the contributions of the rapidly growing Navionics Community comprised of tens of thousands of individuals that submit many hundreds of thousands of edits per year. **SonarCharts™** empowers users to discover the ocean's sea beds, venture into creeks and moorings, verify bathymetric lines of their itineraries, target the most productive fishing areas, explore new diving areas, and study lake details. Continuously enriched content, a unique feature in charting, is updated daily and will soon be available globally thanks to Navionics worldwide coverage. The product is already available in beta version.

SonarCharts™ will be simultaneously launched on iPhone, iPad (directly from the Upgrades & Apps menu within the Navionics app) and GPS plotters (Platinum+ series charts). **SonarCharts™** is available in beta version within the new WebApp, a free online solution directly accessible from navionics.com – another great innovation the company launched today.



Going forward, customers have two different maps within the same chip or within the same application: the traditional Navionics nautical chart and the new **SonarCharts™**, with the possibility of updating both daily.

SonarCharts™ will be presented officially by Giuseppe Carnevali, president of Navionics, at Genova Boat Show on Monday, October 8th at 11:00 am at the Navionics Stand (Pad.S Stand E23).

For further information, please contact marketing@navionics.com

About Navionics®

For more than 25 years, Navionics® has developed and manufactured electronic navigation charts and systems for marine, inland lakes and rivers, and for outdoors use.

Navionics is based in Viareggio, Italy, and operates worldwide with offices in the United States, UK, India and Australia.



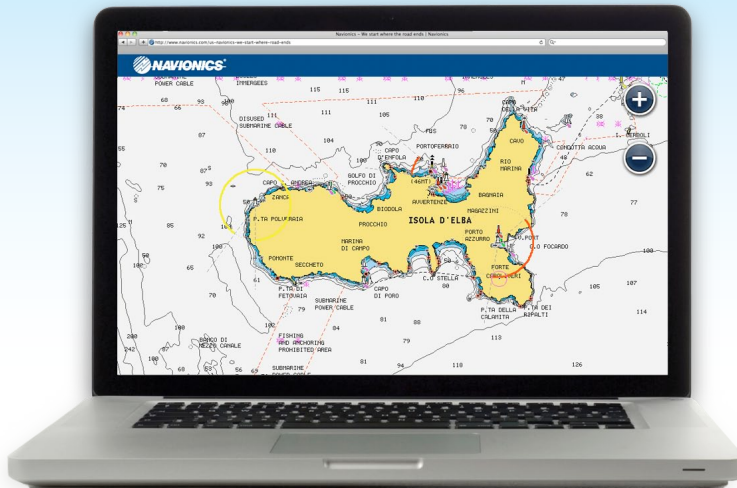
navionics.com





NAVIONICS®

The **Web App** is coming! Navionics charts for everyone on the Web – And it's FREE



Navionics announces the launch of its FREE **WebApp** available directly from the Navionics.com homepage. Explore the seas, lakes, oceans, and uncover virtually every water surface of the planet utilizing the same Navionics charts available on your chart plotter. Not only does **WebApp** allow you to verify your destination and plan itineraries from your PC, but it helps you to choose the best coverage chart for your GPS plotter or for your mobile app.

New SonarCharts™ (beta version), a bathymetric map layer included in **WebApp**, reveals unprecedented seabed detail for even more localized knowledge. And this is only the beginning. **WebApp** will soon be integrated with important features currently available on Navionics apps for tablets and smartphones including:

- Planning - routes and tracking
- Navionics Community - editing charts
- Magazines & Cruising Guides - more than 40,000 articles
- and so much more . . .

For years, companies have asked to display our charts on their websites to promote on-the-water

activities – now they can! Already in beta testing phase, **WebApp** API allows the use of Navionics cartography on any website. Using our **WebApp** API, utility and aesthetics of our partners' websites can be enhanced by embedding the same localized data their customers are viewing on their mobile devices and chart plotters.

For the end user, **WebApp** represents the perfect complement to the Navionics maps for GPS plotters and mobile devices. **WebApp** is free for all web surfers and is now available in Italian, French and, coming soon, German and Spanish.

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NAVIONICS®

Increased focus on **Smartphones** and **Tablets** Mobile Apps, essential for navigation and beyond

Navionics is the leader in Mobile Apps for marine navigation, as verified by users all over the world and many international awards. Our objective is to get better and better.

What's new this year?

SonarCharts™ Double your Navionics chart! The new high definition bathymetry layer offers incredible seabed detail not available on existing cartography. To switch from one chart layer to the other, simply tap on the toggle button which appears on the map. SonarCharts™ will be available for iPhone and iPad as an in-app purchase (iPhone 3.99 € / iPad 7.99 €). The upgrade includes free updates for a year.

Nav Module This additional module was launched for iPhone and iPad this past summer and was immediately successful since it replicates the main functions of GPS plotters on mobile devices: route planning, ETA and distance to arrival, time and distance to next waypoint, fuel consumption and more. All this functionality for a one-time in-app fee of € 1.59 on iPhone and € 3.99 on iPad.

Fuel Prices All Navionics mobile users can now share and compare fuel prices of gas stations shown on the map. They can sort gas stations by price or distance, add new ones, and update prices. No extra purchase is required. It pays for the entire app: the app costs € 9.99. If you save just 10 cents per litre by finding a cheaper fuel price nearby, in 100 litres you just paid for the Navionics app!

Easy View While on the water you may find it difficult to read texts on your iPhone and iPad: the "Easy View" feature allows you to magnify useful icons and text on the map for easier reading.



Rate and Review The community of Navionics users contributes to enriching and improving our maps by adding POIs and other valuable information. This feature, available for quite some time, has led to hundreds of thousands of precious edits. Navionics has improved this feature by allowing users to add their 1-5 star rating and leave a review about any of these thousands of POI's!

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Genova Boat Show
October 6 - 14, 2012
Pad. S Stand E23