



FOR IMMEDIATE RELEASE:

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NAVICO LAUNCHES C-MAP EMBARK, THE LATEST IN NAUTICAL NAVIGATION TECHNOLOGY

Nautical maps made simple

Southampton, UK - Navico, the world's largest manufacturer of marine electronics, today announced the launch of C-MAP Embark, a nautical navigation app designed to refresh the planning, cruising and fishing experience with a clear aim in mind: to make it simpler.

C-MAP Embark is powered by map data from official hydrographic offices. This data is continuously updated and augmented from thousands of data sources, to help complete gaps in near-shore and inland water bodies, providing C-MAP Embark users with exceptional clarity where it matters most. Updated monthly, the maps work across platforms to ensure you always have the most up to date charts on your smartphone, tablet or PC. The charts are crafted to show all the information needed to navigate safely, but still offer a clean and clear, user-friendly view. The maps are designed to be smart, adjusting the colours and contrast automatically depending on the light, so you'll always be able to read them clearly. If fishing is your passion we know how important it is to know what lies beneath the water, so we have developed contours mode, which offers a high resolution bathymetry view, helping users to target the best fishing spots.

“With the launch of C-MAP Embark, we aim to vastly improve the planning and navigation experience of any cruising, sailing or fishing trip,” said Sean Fernback, CTO, Navico Group. “By providing users with the



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right information before, during and after their time on the water, they can be confident in the choices they make and enjoy a more stress-free journey, wherever they decide to go.”

C-MAP Embark maps are intelligently designed to show users the most important information at any given time, so they can discover new places safely and confidently, just like a local. The app will offer helpful tips and provide information about local marinas, harbors, beaches, shops and much more. With C-MAP Embark, users can also help other boaters nearby and share exciting new places and routes with friends – simply create a place or a route and press share, it’s that simple.

What if you are heading to an area without internet connection? Don’t worry, upgrade to Premium and download off-line maps and weather to stay safe wherever you are on the water. You will be able to synchronize all your planning and tracking back, as soon as you connect to the internet. Starting on September 18th 2018 C-MAP Embark are offering users a free 2 week trial – so download the app today and start enjoying all the benefits*.

The C-MAP Embark app is available to download today from [Google Play](#) and the [App Store](#).

Discover more in <http://lightmarine.c-map.com/mobile/c-map-embark-app>

*Please note Sweden and Denmark charts are only available under the C-MAP Embark premium subscription but you can still try them for free with our 14 day free trial.

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About C-MAP:

C-MAP offers the world’s largest marine navigation digital chart database, helping its customers explore the digital options and address the complexity of marine operations by providing integrated, intelligent information. C-MAP covers the world with accurate, up-to-date electronic charts, value-added data and services that let you sail safely to distant horizons, fill the boat with fish, or cruise with confidence. Following its



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recent acquisition by Navico, C-MAP is the fourth brand in Navico's portfolio, joining Lowrance®, Simrad® and B&G®. For more information, please visit www.c-map.com.