Maretron

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CONTACT: Larry Anderson
VP Sales and Marketing, Maretron
+1 602 861 1707
sales@maretron.com

Maretron Announces New More Cost-Effective, Flexible Licensing Scheme for N2KView® Software

PHOENIX, September 30, 2011 – Maretron reconfigures its product offering of N2KView® and also the way it is priced to the marketplace. Maretron's N2KView® is a software product for monitoring and controlling vessel systems over an NMEA 2000® network.

Since its inception three years ago, N2KView® has been offered in two versions, Basic and Platinum. In order to have the advantages of high-end features like Fuel Management, Video, Control, or Alerts, up until now one has had to purchase the "Platinum" version. Beginning October 3rd, N2KView® is available as a base package plus optional add-on modules for each of the high-end features, enabling a purchaser to lower the overall price by purchasing the options most suitable for a specific installation.

N2KView®'s new base price with an MSRP $495.00 remains the same as the previous Basic version. However, one can now purchase individual add-on capabilities as follows:

- N2KView Alerts Module - $995
- N2KView Control Module - $495
- N2KView Video Module - $495
- N2KView Fuel Management Module - $495

"With a steady continual growth of new products being introduced that function over an NMEA 2000® network, from Maretron and other manufacturers, vessel monitoring and control is fast becoming a product category that is sought after by new boat purchasers, and retrofitters." says Larry Anderson, vice president of sales and marketing at Maretron. "With this increased marketplace interest, we have decided to price even more attractively add-on features that are in demand, hence this modular and lower priced concept."

Maretron's N2KView® Mobile software allows you to monitor and control your vessel's systems from your smart phone or tablet device. This includes Android (2.2 and higher) smart phones and tablets, as well as Apple iPod, iPhone, and iPad.

To see these and other Maretron products, please visit us or our distributors at the following 2011 boat shows:

- *Trawler Fest: Oct 6-9, Baltimore, RI*
- *IBEX: Oct 17-19, Louisville, KY (Booth #2518)*
- *Ft. Lauderdale International Boat Show: Oct 27-31, Ft. Lauderdale, FL (Booth #303-304)*
- *Europort 2011: Nov 8-11 Rotterdam, Netherlands (Stand 3405)*
- *METS: Nov 15-17, Amsterdam, Netherlands (Stand 01:115)*
- *Pacific Marine Expo: Nov 17-19, Seattle, WA (Booth #1529)*

Or visit us online at:
http://www.maretron.com

About Maretron

Maretron, a world leader in vessel monitoring and control systems, designs, manufactures, and markets leading edge products for commercial and recreational marine markets. Our products are highly integrated to provide a common user interface to the equipment and systems commonly found onboard a vessel. Maretron's corporate philosophy is to provide premium quality, state-of-the-art vessel monitoring and control products that work in conjunction with traditional navigation techniques for the highest level of safety and performance while on the water.

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