

Press contacts:



WIRELESS DATA SOLUTIONS

Eva Mastnak  
EMA Group

+386 3 42 84 810  
[eva.mastnak@ema.si](mailto:eva.mastnak@ema.si)

## BlueAIS Transponder – WORLD PREMIER

***-NEW PRODUCT ALERT-***

**BlueAIS® - EMA launches the new AIS class B transponder**

Celje, Slovenia, EU – May 7, 2010 – EMA is delighted to inform you that it has added a new product to the already existing Bluetraker range. EMA has researched the market and is convinced that the many unique features available within the BlueAIS will enable you to make a significant impact in your area.

### **What is AIS...?**

The Automatic Identification System (AIS) is a shipboard short range (typ.30nm) VHF device, for exchanging data showing position, speed and bearing with other ships or shore based stations. Maritime authorities use this to track and monitor vessel movements along their coast.

### **What is a BlueAIS Transponder...?**

A fully integrated device, mounted above the deck in a single IP69 waterproof housing. Incorporating the VHF and GPS antennas, battery backup and one connector for cabling direct to the chart plotter. Silent mode (receive only) can be selected for security reasons.

#### Why is BlueAIS different...?

- **The only Class B transponder** in a **robust weatherproof housing** with a small footprint for mounting above the deck.
- **The only Class B transponder** that **simplifies cabling and installation!** There is only one cable connected directly to the BlueAIS transponder.
- **The only Class B transponder** that **eliminates antenna, its cables and splitter.** This improves signal strength and increases range.
- **The only Class B transponder** with a **fully integrated design containing all antennas, radio electronics, power supply.** Ideal for the leisure sector and fisheries.
- **The only Class B transponder** with **“All Digital» external signals** ensuring the highest quality of service and reliability under all conditions.
- **The only Class B transponder** to be **Artic rated,** therefore **exceeding all the requirements of the EN60945 maritime electronics standard.**

These are the six benefits you can offer your customers. Please contact us for price, availability of product and supporting material and other details.