

# ***PRESS RELEASE***

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## **True Heading launches a whole new range of AIS products on the fair "Allt för sjön"!**

True Heading was the first company to offer AIS to pleasure boats in the world. Now we are launching the next generation of products in a whole new range with unbeatable performance and price levels that makes it possible for everyone to get an AIS to their boat.

### **AIS CTRX CARBON**

The new AIS transponder CTRX CARBON both transmit and receive AIS data. The product will be available in two versions with the base model AIS CTRX CARBON as a new AIS transponder for pleasure boats and will only cost around SEK 6500. In addition, we are launching the AIS CTRX CARBON + that is the same as the base model but also has a built-in splitter that allows the AIS to share an antenna with VHF radio. This simplifies the installation and improves the range of all sailboats, first of all. The price of the CTRX CARBON+ will be around SEK 8000. Both models are prepared for NMEA 2000 and can be easily upgraded for that, but there are still some issues left to resolve on the AIS and NMEA 2000, says Magnus Nyberg Development Manager at True Heading AB with long experience in international standardization behind AIS and NMEA. Furthermore, alarm modules will be offered to both models in the near future that allows the AIS to become a surveillance system for your boat easily. All in all makes the installation and the economic part very favorable.

-AIS CTRX CARBON series is our second generation of AIS Class B products, and it feels like we keep a grip on this niche now that several others are making their first faltering attempts to present the AIS equipment, says Magnus Nyberg.



AIS CTRX CARBON +

For the AIS CTRX CARBON series a POD for remote control of the transmitter in the transponder is also launched. With the "S" (SILENT) button you can easily put the transponder in silent mode if you wish. Then it becomes a receiver and other boats can still be seen. The AIS CTRX POD also has a status monitoring, and an extra USB connector to easily connect CTRX CARBON to a computer.



AIS CTRX CARBON POD

### **AIS RX CARBON (AIS Receiver)**

Since its launch in 2004, True Heading's, AIS receivers AIS RX YACHT has consolidated its position as the market leader of AIS products that receive data from other boats with AIS, but that is not itself sending out any data.

- Price-wise, the difference between a small AIS receiver with quality and an AIS transponder has been small. Cost reasons have probably been the cause that people has been waiting to buy their first AIS, says Anders Bergstrom, Marketing Director at True Heading AB. With our new AIS receiver RX AIS and AIS RX CARBON +, this barrier will be gone. Now everyone can afford to buy an AIS product with the highest performance and thereby increase their safety in navigation.

The base model AIS RX CARBON is a high performance receiver with a data port and a USB connection. AIS RX CARBON+ also contains a built in VHF splitter so the AIS can share antenna with the VHF radio. RX CARBON model will cost around SEK 2700 and RX CARBON+ with built in splitter from around SEK 3000.



True Heading AB is the world leader in the field of AIS, which is a new and important safety equipment for navigation. Our close relationship to and long experience in the security product AIS make us unique in the AIS field. AIS is a natural part of an on-board safety of navigation or the detection of other boats or if an accident occurs. In the near future there will also be the ability to rescue a person fallen overboard. True Heading AB is also the proud distributor for ACTISENSE, COMNAV, FLIR, HEMISPHERE and VESPER MARINE's products in Sweden.

**NO ONE KNOWS AIS BETTER**