

Pressrelease

21 March 2011

## True Heading launches new AIS product

**True Heading AB (publ), listed at Swedish small cap exchange Aktietorget has developed a new AIS Transponder intended mainly for commercial shipping.**

True Heading has developed a completely new product targeting commercial shipping. In Holland and Germany there are requirements for all inland waterways to have this type of product from this year and this will affect about 14 000 ships. Beyond this, there is a requirement for fishingvessels over 15 m across the EU from 2012 to 2014 to carry this type of product. The AIS CARBON PRO AIS transponder will be an easy to install and cost effective solution to a largely regulated market where the price of the product will be a deciding factor in selecting the product.

- We are now broadening our product range to also include commercial shipping, and will therefore have a broader base and increased customer base to stand on. "Our new product will facilitate the process of improving safety of fishery and inland vessels", says Anders Bergström, CEO of True Heading.



### **For further information:**

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True Heading AB (publ), listed at the equity marketplace Aktietorget, is a world leading company providing AIS solutions. AIS is a new technology and a safety equipment for navigation. It forms a natural part of the onboard system for navigation; in navigation, detection of other ships and during Search and Rescue (SAR) if an accident has occurred. In the near future it will be possible to rescue a man over board with AIS. True Heading is also proud distributor for FLIR, HEMISPHERE and VESPER MARINE products in Sweden. More information at [www.trueheading.se](http://www.trueheading.se)