



# National Marine Electronics Association

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For Immediate Release

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*BWI Panel Names Best New Marine Electronics Product*

## **Standard Horizon Matrix AIS VHF radio Wins 2010 NMEA Technology Award**

SEVERNA PARK, MD—Standard Horizon's Matrix AIS GX2100, a fixed-mount VHF radio with built-in Automatic Identification System receivers and display, took top honors as winner of the National Marine Electronics Association (NMEA) Technology Award for 2010. Three veteran marine journalists and editors from Boating Writers International (BWI) selected the winner and two honorable mentions from 10 entries based on innovation, benefit to boaters, practicality and value.

The NMEA Technology Award was presented at the 2010 NMEA Convention & Expo held in early October at the Seattle Sheraton Hotel. The four-day event was attended by representatives of leading marine electronics manufacturers, dealers, distributors, media and others from the United States and abroad. Introduced in 2009, the Technology Award recognizes recently introduced products that advance technology within the marine electronics industry.

"It was an incredibly difficult choice," said judge Ben Ellison, in presenting the award to Standard Horizon Product Manager Scott Iverson. He described the winning product as a "remarkable achievement to integrate four separate receivers into one compact device that works well. It offers a significant benefit in terms of safety—AIS monitoring for smaller boats—and it's a tremendous value. The Matrix AIS is less expensive than the separate VHF Class D transceiver and a dual-channel AIS receiver it replaces, and has features generally not available with separates."



*Judge Ben Ellison (right) presents the award for the Matrix AIS GX2100 to Standard Horizon Product Manager Scott Iverson*

Ellison is owner and editor of the marine electronics blog Panbo and senior electronics editor of the Bonnier Marine Group of publications, including *Yachting* and *Cruising World*. The other judges were Dean Travis Clarke, executive editor of World Publications' *Sport Fishing*, *Marlin* and *Fly Fishing in Salt Waters* magazines, host of *Sport Fishing Television* and author of *FISH: 77 Great Fish of North America*, and Tim Queeney, editor of *Ocean Navigator* and *Ocean Voyager* magazines and celestial navigation instructor.

In addition to the winning product, judges awarded two honorable mentions to FLIR Systems' First Mate handheld thermal imager, and Simrad's NSE multifunction display with version 2.0 software.

Other NMEA Technology Award entries in the highly competitive field included:

Garmin GPSMAP 7215 chartplotter with G Motion technology  
Raymarine E-Series Widescreen multifunction display with HybridTouch  
Electronic Navigation WASSP Navigator Software,  
Furuno/MaxSea Time Zero Explorer navigation software  
KVH TracVision HD7 satellite TV antenna  
Cobham Satcom SeaTel USAT 30 marine stabilized antenna  
Vesper Marine AIS WatchMate RX

Also presented at the annual Conference & Expo were the always-popular NMEA Product and Manufacturer of the Year Awards for 2010. For this series of awards, marine electronics dealers from around the country select winners in several categories through a mail-in voting process. Here are the results:

#### Autopilot

Simrad AP24/AP28 Autopilot System with NSE Integration

#### Fish Finding

Furuno FCV295 Digital Fish Finder

#### Radar

Furuno NavNet 3D DRS Ultra Hi-Definition Radar Series

#### Communication

KVH TracPhone V7

#### Entertainment

KVH TracVision M1

#### Navigation

Furuno NavNet 3D MFD12 Multifunction Display

#### Marine Specialty

1st Place, FLIR First Mate Pro Handheld Thermal Imager  
2nd Place, Furuno SC30 Satellite Compass

#### Manufacturer of the Year—Support

Furuno



*Group photo of winners of the 2010 Technology Award and NMEA Product and Manufacturer of the Year Support Awards*

“Once again this year, the competition was extremely keen for both the Technology Award and Product Award programs,” said NMEA President David Hayden. “For the Technology Award, I didn’t envy the judges their task of having to select an overall winner from among so many innovative and useful products across the spectrum of marine electronics. We’re grateful to BWI for their support in this important award and to Ben, Dean and Tim for volunteering their expertise and committing so much time and hard work to the judging process.”

Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000® and certification standards for marine electronics technicians. NMEA standards and programs focus on insuring that the boating consumer is provided with reliable products and professional service. For more information, visit the NMEA website at [www.NMEA.org](http://www.NMEA.org) or call (410) 975-9425.