GEMECO Launches Free iOS App to Simplify Installation of Marine Electronics

The iNstall App is a Virtual Toolbox for Marine Installers

FOR IMMEDIATE RELEASE:  LAKE CITY, SC. September 4, 2013 – GEMECO Marine Accessories today launched their groundbreaking iNstall App for iOS devices which allows marine installers instant access to a virtual toolbox of technical resources and diagnostic information that simplifies the selection and installation of Airmar Technology products.

“Installers rely on us for selection and installation of transducers and accessories,” stated Peter Braffitt, General Manager of Gemeco Marine Accessories. “The Gemeco iNstall App puts all the answers right in the palm of their hands,” added Braffitt. Whether it’s selecting the right transducer, calculating the bottom coverage, identifying the correct tilt angle, or ordering the right cable to install the latest marine electronics, iNstall provides users with the ability to solve installation, wiring and product selection issues.

“With instant access to hard-to-find technical information like the transducer pinouts, iNstall saves me countless hours of hunting for information—increasing my efficiency while onboard customers’ boats,” stated Howard Rock of Nags Head, NC.

“With the ability to identify potential interference issues before starting the job, the magnetic interference feature saves me time and money while gaining the advantage of getting the job done right—the first time,” quoted Joe Dieffenbach of Stuart, FL.

Suzanne Sherwood from Thousand Oaks, CA explained, “iNstall ensures that all of the most current installation and sales information is right in my hand when a customer asks a question. The bottom coverage calculator is one of the coolest visual aids I have ever seen, and makes educating my customer so much simpler.”

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The App is free and designed for iPhone, iPad and iPod smart phones and tablets running iOS 6.1 and newer.

Features include:
- Transducer Selection
- Tilt Measurement
- Wiring Diagrams
- Installation Guides
- Transducer Brochures
- Mix & Match Guide
- Bottom Coverage
- Magnetic Field
- Wiresizer
- Temp Sensor Testing
- EDI Depth Test Data
- Access to Gemeco’s website and customer service center via email

The iNstall App can be found in the Apple App Store by searching for “Gemeco” or by going to https://itunes.apple.com/us/app/install/id692762311

About GEMECO Marine Accessories
GEMECO Marine Accessories is a wholesale distributor to thousands of marine electronics dealers throughout the USA and abroad. In addition to being the largest worldwide distributor of AIRMAR transducers, GEMECO offers products from over 150 manufacturers including NMEA 2000® networking components, radar mounts, antenna and GPS mounts, electrical and wiring accessories, hard-to-find and specialty marine connectors, as well as a broad range of installation and diagnostic tools. Located in Lake City, South Carolina, GEMECO has become a clearing house of marine products, technology and service. The company’s extensive inventory reflected in an expansive 450-page catalog is available via same-day shipping, ensuring that GEMECO customers always have access to the products they need, and that orders arrive on time. www.gemeco.com

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