Jeppesen Engages Boaters around the World with New Social Media Initiatives

“Smart Navigation” Blog, C-MAP by Jeppesen Facebook Page and New Instructional Video Series Give Boaters Sense of Community Throughout the Year

INGLEWOOD, COLO | 10 Feb 2012 | By Jeppesen

Boaters landlocked by winter’s icy grasp will now be able to stay connected to their passion and other like-minded enthusiasts thanks to new online communications tools launched today by navigation leader Jeppesen. And for those boaters lucky enough to live in warmer climates and enjoy year-round sailing, cruising and fishing, Jeppesen’s new online community will provide resources to enhance their navigation experience whenever they pull into port.

Two key additions to Jeppesen’s online presence are the introduction of the company’s new C-MAP by Jeppesen Smart Navigation blog and a new C-MAP by Jeppesen Facebook page. Jeppesen’s Smart Navigation blog brings the world of boating to the navigator’s computer, providing a portal to learn, experience and share the boating lifestyle. This new blog will keep boaters informed about breaking electronic charting news, keep them in touch with events around the globe and connect them with newsmakers like world-renowned sailor Giovanni Soldini, who uses C-MAP by Jeppesen charts during his voyages, including his current effort to set a world record for a monohull crossing of the Atlantic.

C-MAP by Jeppesen’s Facebook page has been steadily building content, traffic and interest from boaters around the world. Jeppesen’s online portal for the exchange of ideas and information between the company and boaters (and boater-to-boater) offers up the latest in electronic charting products and developments, boating/fishing videos and photos, advice on a variety of boating topics and more.

One highlight featured on both the Smart Navigation blog and the Facebook page is a new Instructional Video Series, which offers fourteen short “How-To” videos designed to help boaters get the most out of their preferred navigation systems and C-MAP by Jeppesen charts. In addition to videos offering tutorials on chartplotters or in-depth looks at the features of our
cartography, the series also offers boaters information about Plan2Nav, Jeppesen’s navigation planning app for iPhone and iPad.

“Boaters are increasingly taking to social media as another way to interact with the boating community,” said Becky Schol, senior manager, Marine Marketing. “As a leader in the information and navigation business, it’s important that Jeppesen’s online presence provides boaters with the tools they need to stay engaged, informed and entertained even when they are not on their boats.”

To join Jeppesen’s online community, like us on Facebook at www.Facebook.com/CMAPJeppesen, visit our new blog at www.smart-navigation.net or view our Instructional Video Series at http://ww1.jeppesen.com/marine/lightmarine/video.jsp.

About Jeppesen
Jeppesen is a market-leading provider of vessel operations services and digital navigation solutions, based on worldwide vector chart data type approved to ISO19879, meteorological information and transmission technologies. Jeppesen offers a wide range of navigation and operations products and services to both recreational and commercial marine markets. Safety-conscious boaters and operators of vessels ranging from coastal to SOLAS class, rely on Jeppesen for innovative navigation solutions that improve safety and efficiency. Jeppesen is a subsidiary of The Boeing Company. Jeppesen corporate information is available online at jeppesen.com.