KEP MARINE AND VEEDIMS ANNOUNCE PARTNERSHIP AGREEMENT

Technology Innovators Partner to Bring Groundbreaking New Technology to the Marine Industry

Eatontown, N.J. – Kessler-Ellis Products (KEP) – the manufacturer of industry-leading marine sunlight readable displays, and high-quality hardware and software products – and Veedims LLC (Virtual Electrical Electronic Device Interface Management System) – an emerging industry innovator of a revolutionary patented technology platform – announced today a strategic partnership to introduce their game-changing new technology to the commercial and recreational marine markets. Under the terms of the agreement, the two companies will share technology and KEP will distribute Veedims hardware and assist with licensing the company’s patented technology. The collaboration will result in the introduction of the Veedims groundbreaking operational platform to the marine market, enabling mariners to manage, control and operate any collection of electrical and electronic devices, as well as sensors, on a vessel. In addition, Veedims will offer licensed technical consulting and development services to help manufacturers improve efficiency, add functionality to their electronic systems, minimize system weight and cost, and significantly reduce installation times.

“Upon our introduction to the Veedims technology we were quite simply blown away,” said Keith Cariani, sales manager, KEP. “We could not be more excited about this partnership. Not only will we sell, support and warehouse the systems’ hardware, we have begun integrating Veedims technology into our own displays with remarkable results!”

“Our partnership with KEP is ideal,” said Claudio R. Ballard, founder & chairman, Veedims. “KEP is an established innovator in the marine market and continues to push boundaries to provide products engineered to standards unparalleled by their competition. They quickly came to understand our technology, infrastructure potential and the implications for recreational, commercial, military and cruise line vessels. We have a shared vision for the future, and the mutual growth potential for our companies is extremely powerful.”

-more-
Veedims’ technology connects all systems in a vessel and can be used to connect multiple vessels together through its cloud-based fleet infrastructure. Eliminating traditional wiring harnesses, the technology manages power and data through a single cable architecture to provide a simple, elegant and robust way to integrate and control electrical and electronic systems. The Veedims technology features a standard array of sensors built into its very DNA to create an intelligent automated network that can be seamlessly programmed, controlled and managed locally on the vessel, or remotely, with varying degrees of redundancy as required by the given marine application to maximize a failsafe system. Veedims eliminates extra power supplies and long cable runs back to a power panel. Instead, a single Veedims cable is daisy-chained between Veedims Vhubs and Veedims-enabled devices throughout a vessel. Reducing wiring by as much as 70%, cable runs become inches instead of feet; weight, space and material costs are reduced, installation times are dramatically cut while reliability improves and long-term operating costs are reduced.

“While there is some level of automation aboard vessels today, there is rarely a connection between subsystems such as engines, lighting and even displays. All are complex, require a lot of cabling, and have specific and often proprietary interfaces. Veedims changes all of this by creating a simple integrated, automated system that turns practically any component aboard a vessel into a ‘smart’ device and enabling all devices to be programmed, monitored, controlled and managed from a single sophisticated display. This is truly progressive technology that will dramatically change our industry,” continued Cariani.

For more information on KEP Marine, Veedims or the companies partnership please visit www.kep.com or www.Veedims.com.

About KEP:
Kessler Ellis Products (KEP) designs, manufactures and services electronic flow instrumentation, marine-grade sunlight readable displays, industrial displays, PLC peripherals, industrial computers, counters/timers, rate meters and HMI software. Kessler-Ellis Products has been supplying products to our industrial customers for over 50 years. As an ISO 9001:2008 certified company, KEP continues to focus on designing and manufacturing reliable quality products suitable for all industries. Give us a chance to serve you. We will do all we can to make your choice of us a good one. www.kep.com