FOR IMMEDIATE RELEASE
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NAVICO SYSTEM BUILDER WINS 2013 IBEX INNOVATION AWARD

Marine Electronics Leader Receives Top Honors for its Innovative Boatyard and Dealer Sales Software Tool

Egersund, Norway – Navico Holding AS, parent company to leading marine electronics brands Lowrance, Simrad and B&G, announced today that its Navico System Builder, available for Lowrance and Simrad Yachting, has won the 2013 International Boatbuilder’s Exhibition & Conference (IBEX) Innovation Award in the Boatyard and Dealer Hardware and Software category. Organized by the National Marine Manufacturers Association (NMMA) and judged by members of Boating Writers International (BWI), the award recognizes innovative distinction from other products currently being manufactured, benefit to the marine industry and consumers, practicality, and cost-effectiveness. Navico System Builder is an ultra-efficient software tool for the Apple iPad and iPad mini that helps sales personnel seamlessly configure and quote complete Lowrance and Simrad systems without missing parts to ensure accuracy and customer satisfaction.

“This is a product that simplifies the sales and order process and also begins the proper documentation and diagram of the electronics on a boat,” said IBEX Innovation Award Judge Ben Ellison.”

“We are thrilled to receive the IBEX innovation honor for System Builder,” said Leif Ottosson, CEO of Navico. “As Lowrance and Simrad Yachting have grown as brands

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and increased in both the range and complexity of the systems we offer, the goal of System Builder is to take the fear and errors out of selling and quoting Lowrance and Simrad systems. We have worked very hard on it and appreciate that industry leaders recognize the value it provides our sales partners.”

Combining up-to-date price book detail with product information guides and more in an easy-to-use shopping cart-style purchase format, the Lowrance and Simrad Yachting System Builders give instant quotes and visual networking schematics to help customers choose their ideal system. Reducing the potential for errors and ensuring all necessary components are included, the ultra-thorough system empowers sales personnel with a tool to quickly and accurately put together a Lowrance and Simrad Yachting system without expert knowledge – converting hours of training time to active selling. Navico System Builders’ detailed installation quotes calculate for local currencies, freight and duty. Boatbuilder packs and standard packages can be pre-loaded and configured during the quoting process. Estimates, installation quotes and system drawings can also be shared via email with customers, or multiple recipients for seamless supply chain operation. A convenient and flexible service solution, the software is easy-to-install and update, and ensures builders and dealers efficiently develop the right system, precise installation configuration and accurate pricing the first time, every time, to increase customer and consumer satisfaction.


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About Navico: A privately held, international corporation, Navico is currently the world’s largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com
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Lowrance System Builder

Jeremiah Clark, Stuart Wood, Daren Cole And Tito Perez Accept IBEX Innovation Award

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