



National Marine Electronics Association

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Boating Writers International, Inc. to Name:

New NMEA Industry Technology Award celebrates innovative design, benefits to boaters, practicality and value

Boaters from around the country will be watching closely in October as the National Marine Electronics Association (NMEA) reveals the results of a judging process by the independent Boating Writers International (BWI) group to name the best new electronics product in the marine market. The new category, called the NMEA Industry Technology Award, will highlight the annual NMEA Product Awards.

The purpose of the new award is to recognize recently introduced products and single out the “best” based on a combination of innovative design, benefits to boaters, practicality and value. Judging will occur at the NMEA convention, which this year takes place Sept. 30-Oct. 2 in Fort Myers, FL. Recipients of all the Product Awards, including the new Technology Award, will be announced at the banquet on the final day of the convention.

Because the NMEA Industry Technology Award focuses on innovation, only products that have been released and delivered since the previous year’s convention are eligible for consideration. Manufacturers can nominate just one product, and it must be a product that they sell.

Tom Burke, chair of NMEA’s Awards Committee and Navico’s professional system/in-field specialist, explained the decision to ask BWI to judge the Industry Technology Award: “In introducing a new award, especially one recognizing technology and innovation, we thought we should be a little innovative as well in the judging process. Boating Writers International is a non-profit organization, and its diverse membership of writers, broadcasters, editors and other professionals have a broad level of experience with many different products and manufacturers. BWI also has a reputation as a trusted voice to the consumer. The members have no financial allegiance to manufacturers, so the judging will be as unbiased as possible. Also, BWI is already partnering with the National Marine Manufacturers Association to provide judges for the NMMA Innovation Award. Partnering with BWI makes sense.”

NMEA has conducted the Product Awards nominations for more than two decades. Unlike the Industry Technology Award, recipients of the NMEA Product Awards are selected by marine electronics dealers across the country through a voting process. Categories include Autopilot, Fish Finding, Radar, Communication, Entertainment, Navigation, Marine Specialty and Manufacturer of the Year (dealer support).

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 or call (410) 975-9425.

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