



National Marine Electronics Association

7 Riggs Avenue • Severna Park, MD 21146 • 410-975-9425

For immediate release

Press contact: Bruce Angus

508-579-4777

bangus@nmea.org

February 17, 2012

NMEA creates *Guide to Boating Electronics*: How to buy smart

*Tips help boaters make informed decisions,
enhance enjoyment and safety at sea*

SEVERNA PARK, MD—The National Marine Electronics Association (NMEA) has taken another step in its continuing commitment to improve the safety and enjoyment of boaters at sea. Moving beyond its traditional role as a trade organization, the group has created the *NMEA Guide to Boating Electronics*, which provides valuable advice to boat owners and captains about purchasing marine electronics.

Prominent in the six-page guide is a “How to Choose” table that lets buyers match their criteria for electronics purchases to sources of supply, such as marine electronics dealers or Internet sellers. One observation is that a decision to buy at the lowest price from a deep discounter may ultimately cost a buyer more, due to selection of the wrong equipment or faulty installations that must be corrected. NMEA dealers have experience and training to help boaters select appropriate electronics and then install the equipment as the manufacturers intended for top performance. NMEA dealers support boating consumers after the sale to provide warranty service and technical support—services that websites and big-box stores typically cannot provide.

The *NMEA Guide to Boating Electronics* also briefly describes the networking and installation standards developed by the NMEA that make boating safer and more fun. Boaters will see the new NMEA Master Dealer logo, which identifies electronics dealerships that have achieved the highest level of formal certifications for providing top-notch sales and service.

“We think that boaters will benefit from this *Guide*,” said NMEA Interim Executive Director Bruce Angus. “Boating electronics are installed and used differently than home consumer electronics, and we hope the *Guide* will help to identify those differences and this knowledge will benefit retail outlets (better customer advice), manufacturers (better warranty control) and the end-users (better fun control).”

If you’re planning to attend the Miami International Boat Show, February 16–20, pick up your copy of the *Guide* at the NMEA booth in the Electronics Hall. That’s also a good opportunity to talk to the many NMEA manufacturer members about their state-of-the-art navigation, fishfinding, communications, safety, and entertainment electronics. If you’re not attending the show, you can read or download the *Guide* at nmea.org.

NMEA offers another free tool for boaters who are looking for marine electronics—the *Buyers’ Guide*. The one-of-a-kind annual directory names the top marine electronics products along with the companies that make, sell, and service them. Pick up a copy at the NMEA booth or visit marineelectronicsjournal.com to view a digital version.

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 ensuring that the boating consumer is provided with reliable products and professional service. For more information, visit the NMEA website at nmea.org or call 410- 975-9425.