



# National Marine Electronics Association

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For Immediate Release

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## **New NMEA 2000® Pricing Will Help Spur Innovation**

The National Marine Electronics Association (NMEA) has lowered the pricing of its NMEA 2000® Standard and documentation to encourage greater innovation in new marine electronics products developed by both small and large manufacturers. All pricing and order information is available at [www.nmea.org](http://www.nmea.org).

“The new pricing really makes the NMEA 2000® standard more easily accessible to the industry,” said Steve Spitzer, NMEA Technical Director. “While the pricing will help all manufacturers it will be especially useful to smaller companies.”

New pricing for the NMEA 2000® standard is 22% below old pricing for the Full Edition package. In addition, the NMEA has unbundled the NMEA 2000® message database so that a company can order off an a la carte menu, Spitzer said, and that can further reduce the cost. For example, if a company wants to order AIS PGNs, but not navigation PGNs, it may do so.

There are some non-recurring costs for manufacturers that use NMEA 2000® to build products that will be certified. For example, the manufacture registration is a one-time fee that may be amortized across a number of products, Spitzer said.

Manufacturers that wish to certify products are not required to purchase a certification tool,

he said, pointing out that third parties (companies) are available to certify products for a fee. However, Spitzer encourages companies to purchase the certification tool as a facilitator to product development

The new, discounted pricing for NMEA member companies makes the Full Edition package of NMEA 2000® plus all ISO documents available for \$2,100 compared to old pricing of \$2,700. Pricing for non-members is slightly higher. The Standard is available without ISO documents for \$1,695 compared to the old pricing of \$2,100 for NMEA members. Complete pricing and information is available at [www.nmea.org](http://www.nmea.org).

For more information, call the Steve Spitzer, NMEA's Technical Director at office at 425-417-8042 or see the NMEA website at [www.NMEA.org](http://www.NMEA.org).

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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 safe and reliable products and professional service. For more information, visit the NMEA website at [www.NMEA.org](http://www.NMEA.org) or call (410) 975-9425.