

# Protecting Your Assets

(AND YOUR CUSTOMERS')

It is estimated there are over \$60 million worth of boats, engines and trailers stolen in Canada every year. Ian McEachern, President and CEO of SilverTip Marine ([www.silvertipmarine.com](http://www.silvertipmarine.com)) feels that estimate is light.

Vancouver-based SilverTip produces and distributes the ESP 3000 Marine Security System. After having his own boat vandalized, McEachern felt there has to a better way. The Victoria police marine unit feel the boat thefts are due in large to smugglers moving contraband across the Canada - US border. There are as many as 12 boats reported stolen on Vancouver Island each month.

#### ESP 3000 MARINE SECURITY SYSTEM

There are many boat alarm systems (and yes people even put car alarms on their boats) but McEachern understood that an alarm has to survive in the marine environment to work effectively. The SilverTip EPS 3000 uses wireless technology, GPS (global positioning system) and cell technology to develop a system that not only protects the boat but phones home if something is up.

The Marine EPS can monitor someone stepping on the deck, temperature, bilge condition, movement of windows and doors, as well as fumes or smoke. When a problem is detected, the EPS 3000 telephones, text messages or e-mails a pre-determined list of contacts. So, even if the boat owner is away, the message still gets through to other contacts.



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## MOTION DETECTORS

Motion detectors can also be used with the ESP 3000 system. This unit is suitable for larger boats where proximity detection is required. This motion detector is designed to protect against false alarms and has pet immunity.



## REPLACEMENT BATTERY

Replacement backup batteries will be available from your dealer. On average you will need to replace your backup battery every 3 or 4 years. However, the battery life can be shortened if it is repeatedly deep cycled.



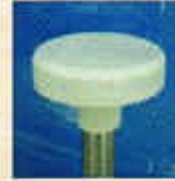
## SHORE POWER SENSOR

Closes contacts when AC power is interrupted for 3 1/2 - 8 consecutive minutes. The delay is useful in preventing false alarms during brownouts and temporary interruptions; it is a good sensor to have if you are relying on shore power to keep your batteries charged or refrigerator running.



## OPTIONAL GPS ANTENNA

The Optional GPS antenna should be used if there are no suitable mounting locations for the "Stealth" GPS antenna. This antenna is suitable for mounting on top of a radar boom, or on a hard canopy of a boat. This antenna has a standard 1 inch pipe thread for easy mounting. This antenna does not include a pre-installed cable, allowing for customized cable runs.



## EXTERNAL TEMPERATURE PROBE

The ESP 3000 has an on-board temperature sensor. However, should you require remote temperature measurements in the cabin or engine compartment for example, external temperature probes are available.

The probes are powered by 12V DC and draws only 20 mAmp. The probes have a temperature range of: -15 to 60 C (5 to 115 F). The accuracy of the probe is approximately +/- 1.4 C.



*Courtesy of SilverTip Marine Inc.  
SilverTip Marine was founded in 2003 with its first appearance at the 2004 Vancouver International Boat Show. It has dealers in three areas and is actively seeking dealers across North America.*

Some boat builders, like Sylara Performance Tow Boats, are offering the EPS 3000 as a factory-installed option. Dealers and marine stores in BC, California and Florida offer the unit as a dealer-installed option. SilverTip does not offer the unit for sale through retailers and insists the security system be professionally installed. If it is not, the warranty is void.

McEachern indicates that it can take anywhere from 2 to 8 hours to install the security system depending on the nature and complexity of the boat. It can be as easy as just tapping into the power system for alarm use, or integrating the installation for ignition disabling or fuel shut off. The unit retails for \$1999 with a healthy margin built in for the OEM or retailer.

### Security features include:

- active monitoring of boat
- real time alerts if sensors are out of range or tripped
- messages sent by phone (up to 5 separate numbers), page, e-mail or text message (SMS)
- killing ignition when armed
- activating GPS Geofencing (if boat is moved outside perimeter, alarm is tripped)
- owner's ability to monitor the boat – not a third party

### Remote monitoring features include:

- secure web access
- real time monitoring
- batteries, bilge and temperature checks
- ability to turn accessories on or off (or set system to turn them off automatically)



*Beacon Marine Security Ltd, launched its flagship product, the HarborMaster™ Mark II, a remote wireless monitoring and security system designed for the everyday boater in February 2001.*

## HARBORMASTER™ MARK II

Beacon Wireless Solution's product encompasses a full range of GSM cellular products as well as MSAT-satellite-based VMS tracking for commercial fleets.

The HarborMaster's 12 smart sensors continually monitor the vital systems of your boat, including:

- high water
- primary battery
- secondary battery
- loss of AC or shore power
- burglar zones
- primary bilge pump
- secondary bilge pump
- fire
- ignition on
- low internal battery
- auxiliary (AUX) – your choice of any closed loop sensor
- to monitor conditions such as bilge pump fuse; boat adrift etc.

The HarborMaster contains its own cellular radio to notify boat owners immediately of any alarm situations on board their vessels. With complete Internet integration for worldwide system access, you are always connected to your boat's activity at the HarborMaster's web site: [www.harborstore.com](http://www.harborstore.com). The HarborMaster gives boat owners the peace-of-mind that their boat is safe and secure, 24/7.

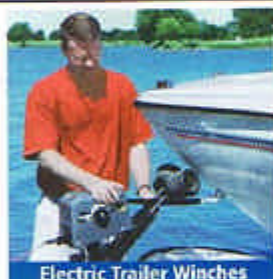
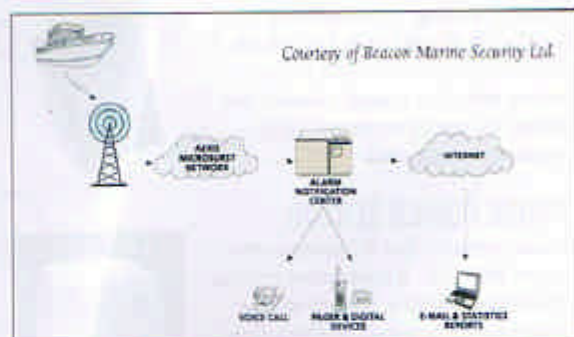
#### HOW IT WORKS

The HarborMaster notifies owners immediately of any alarm situation on board their boat. Low batteries? Loss of AC shore power? Intruder on board? The HarborMaster's personalized

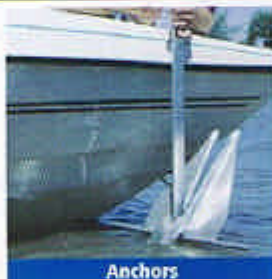
notification system allows boat owners to select up to six different people to be notified of alarm situations by any combination of a telephone call, e-mail or text page. This information can be changed at any time from anywhere at the HarborMaster's web site.

The HarborMaster automatically records the activity of your boat's crucial systems and provides a detailed report on more than 20 key activities, ranging from how long your bilge pump ran to how many times your ignition was turned on.

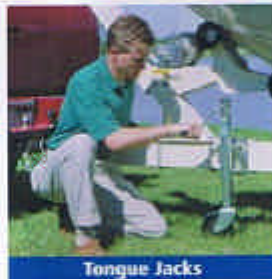
The HarborMaster Mark II GSM operates on North America's GSM Cellular network, providing reliable, low cost messaging and reporting. Flexible monthly monitoring packages through



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## [PRODUCTS AND INNOVATION]

Beacon Wireless Solutions start at \$25 per month with a one-time activation fee of \$25 for up to 5 alarms and a premium package of up to 40 messages per month for \$35 and a one-time activation fee of \$25 per month. One message is considered:

- an alarm, including
- acknowledgement
- a statistics message
- one two-way request

### MAKE SURE YOUR BOAT STAYS DOCKED WHERE YOU LEFT IT

The National Insurance Crime Bureau (NICB) warns boaters to make sure your boat stays docked where you left it. "Boat theft is big business," said Robert M. Bryant, president and CEO of NICB, a non-profit organization that combats theft and insurance fraud. "In the US,

*There are steps you can take that will make your boat harder to steal.*

about 1,000 boats are stolen every month and the cost is increasing."

The NICB says there are steps you can take that will make your boat harder to steal. These include clearly identifying and marking your boat and equipment with the Hull Identification Number (HIN) and your driver's licence number, installing hidden ignition switches and alarms and docking in a well-lit area.

The NICB also suggests that boats be secured to the dock and equipment be secured to the boat – thieves won't steal a boat if it takes too much time or creates too much noise.

In addition, boaters should not leave keys in the boat and should always shut the engine off when disembarking. "You may think it's a nuisance to shut off your

engine, but it's a lot more inconvenient when your boat is stolen," said Bryant.

### WHY SHOULD BOAT THEFT BE A CONCERN FOR THE INDUSTRY?

Constable Larry Burden of the RCMP in BC writes:

This has to be an issue for everyone involved in pleasure craft, from the man-

ufacturers, dealers, marinas, to the boating public. "Why should it be left to the manufacturers and others in the business of selling and servicing boats?"

The manufacturers and those employed in the recreational marine industry should be concerned because if boaters can no longer afford insurance they may be inclined to take their recre-

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ational dollars elsewhere. You can't really blame the insurance industry for feeling a little skittish about the risks involved in insuring pleasure craft when you consider the rates of theft and fraud related to boating. The bottom line is high risk equals high premiums.

**HOW TO LOWER BOAT THEFT**

*Operation Identification*

This crime prevention program has been around for decades and it really works! The program in a nutshell is placing a permanent identification marking on your property. Use your driver's licence number instead of your social insurance number because the police can identify and contact you through motor vehicle records.

- Be sure to advise your provincial licensing bureau when you change your address. It's really frustrating to identify an owner of a stolen property only to find they moved and never changed their address on their driv-

**ADDITIONAL TIPS TO PREVENT BOAT THEFT**

- Any equipment, especially expensive equipment that cannot be locked in the boat should be removed when the boat is unattended
- Record the serial numbers of electronics and other equipment
- Detachable outboard motors should be chained and locked to the boat
- Do not leave registration or title papers on the boat
- Take photos of your boat, including a close-up of the HIN, for record keeping purposes
- Disable the boat when it is not in use by shutting off fuel lines, removing the battery or removing the distributor cap
- Use a trailer hitch lock after parking a boat on its trailer
- Turn the trailer around so the hitch is inaccessible or park a car in front of the trailer
- If someone offers a boat or equipment for sale at a price that is too good to be true, be suspicious
- Before purchasing a boat, make sure the HIN on the boat matches the HIN on the registration

If these precautions are recommended to boaters (and they are followed), the industry can contribute to significantly reducing the incidence and expense of boat theft.

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er's licence!

- Use an engraving pen (you can usually borrow one from your local police) and a fine tip permanent marker. Record all of the serial numbers and the Hull Identification Number on things like the boat engine(s), radios, depth sounders, etc.
- On each item engrave or use the permanent marker to record your driver's licence number preferably in a not so obvious location.
- Mark the not so obvious items such as life jackets, boogie boards, water skis, propellers and tire rims! (Engrave your driver's licence number on the shaft lip near the nut that holds the propeller on. This will not affect the performance of the propeller but will make it identifiable. After you have marked all items be sure to place Operation Identification decals on them and on your boat. This will tell potential thieves that all

items have been marked and they'll go looking elsewhere for unmarked items.

#### Vessel Licence

Every watercraft powered by an engine 10hp and over is required by law to have a vessel licence. There is a lot of confusion surrounding vessel licences in this country and there are many boats floating around with licence numbers that do not belong to the new owner of the boat!

- The vessel licence is issued by Canada Customs free of charge. The licence issued to a vessel stays with that vessel forever. When the vessel is sold both the seller and the purchaser are required to have the licence transferred into the new owner's name.
- There is no charge for the transfer.

So why don't most people bother to transfer the licence? Some simply do not realize that they have to. Some do not care while others are trying to avoid paying sales tax. When the tax man

finds out from Canada Customs that you bought a boat, you will get a bill for sales tax unless, of course, you purchased your boat from a reputable boat dealer who collected the sales tax at the point of sale.

#### Certificates of Title

We do not have "Certificates of Title" in Canada yet and therefore the vessel licence serves as the legal ownership document for that vessel.

- If you do not transfer that licence into your name, the seller still legally owns the boat. It's the same as buying a car and never getting it transferred into your name! You may have the boat and be making payments on it, but if I have the licence still in my name and am in possession of the actual licence, I can use your boat as collateral on a loan and if I default the sheriff can come and seize your boat.
- When you do get the vessel licence



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issued to you make sure that the HIN is recorded on the actual vessel licence. Until recently there was no

place on the licence to put the HIN and there are no effective descriptions that will help connect your boat to

that licence. If you are in possession of a vessel licence in your name that does not have your vessel's HIN recorded on it then please either type or neatly print your vessel's HIN in the licence. Then photocopy the licence and get it laminated and carry the copy with you when boating; leave the original licence at home in a safe place. The original licence is very valuable to a thief because the transfer form is on the back of the licence.

McEachern pointed out the best time to interest a boat owner in a security system is when they first buy the boat – new or used. It is at the time they are writing the cheque that they best feel the value of their boat and are most likely to want to protect their interest.

Remember – sell the boat first, then as McDonald's does when it sells you the 'fries', ask: "How are you going to protect your new boat?" Ask the question. You may be well surprised with the results. ■

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