



## **Canadian Wireless Company Meets Demand for Increased Security Needs in Leisure Boats**

*RCMP figures state annual boat thefts are on the rise to more than \$60-million worth in Canada*

**Vancouver International Boat Show, February 4, 2004** – A Vancouver wireless company today launches a security system that, for the first time, notifies boat owners immediately when their boats are being stolen or broken into, 24 hours a day.

The SilverTip Marine ESP 3000 allows boat owners to maintain contact with their boats from virtually anywhere in the world, 24 hours a day through real-time two-way communications. Sensors placed throughout the boat trigger immediate SMS messages when disturbed, alerting owners to a problem far more quickly than services that pass messages through third parties. Aware of a problem, owners can take immediate action to protect their property. Even if the thief is able to remove the boat, the chances of getting away are negligible as the owner is able to track the boat's movements via satellite and pinpoint its location in real-time through a web interface accessible through any computer.

"I know first-hand how invasive a break-in can be," says SilverTip Marine founder and CEO Ian McEachern, who was inspired to find a better solution after his own boat was robbed. "On top of property loss and damage, you lose valuable boating time while you're replacing stolen gear and dealing with insurance."

Unlike other options such as adapted car alarm systems that are easily set off by wind or waves, the SilverTip Marine product has been specifically designed for the marine environment. The ESP 3000 combines two-way communication capability available through GSM / GPRS technologies with web-based functionality, advanced sensors and GPS satellite based geofencing (a perimeter-based trigger system) for a simple to use but effective boating solution

The SilverTip Marine product also includes telematics solutions. With multiple sensors placed throughout the boat, owners can remotely track the status of important functions such as battery level, bilge pump and refrigeration.

It also allows family and friends on shore to keep track of loved ones on the water, for peace of mind during bad weather or emergencies.

Officially launched at the Vancouver International Boat Show, the SilverTip Marine ESP 3000 retails for \$2,000.

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### **About SilverTip Marine**

SilverTip Marine uses advanced technology to provide cost-effective security solutions specifically designed for the boating environment. SilverTip Marine's core product, The ESP 3000, notifies boat owners immediately when their boats are being stolen or invaded. Through real-time two-way communication, SilverTip Marine connects owners with their boats from virtually anywhere in the world, on land or sea, 24 hours a day. For more information, visit [www.silvertipmarine.com](http://www.silvertipmarine.com)

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