

<b>Approvals</b>	James Tupper
<b>Target</b>	Marine / yachting / engineering trade press
<b>Aim</b>	To raise the profile of BGB / product launch
<b>Deadline</b>	ASAP

## **PRESS RELEASE**

### **INNOVATIVE UNDERWATER LIGHTING FOR LUXURY YACHTS REVEALED**

An innovative new underwater lighting system, which can be installed without drilling into any part of a yacht or boat, has been unveiled.

The BGB Submersible Inductive Lighting System (SILS) uses induction contactless technology to power RGBW LEDs inside the exterior light. Operated via an app on a smart device, yacht owners can control the colour and brightness of their lights, depending on the water conditions, their mood and local fishing patterns.

BGB SILS is a newly formed company within the BGB Group, an engineering specialist that manufactures components such as slip rings, FORJs, hydraulic rotary joints, as well as underwater lighting, for a wide range of industries.

Using electromagnetic induction (near field), BGB SILS wirelessly transmits electrical energy between two coils that are tuned to resonate at the same frequency, which are then attached to the yacht with marine-grade adhesive.

One coil – the primary unit that houses the electronics and communication control – is fitted to the inside of the boat, while the second one, containing the luminaires and drive circuitry, is attached to the outside of the vessel.

Explaining more about the patented SILS technology, marketing manager James Tupper said:

“Our marine division, BGB Marine, has been operating for almost 14 years, so the next step was to leverage our expertise from both this, and our other brands, to introduce an induction lighting system for yachts.

“With over 5 years in R&D, some people in the industry were sceptical that we could produce something that requires no drilling on surfaces such as the hull – and we were only too happy to rise to the challenge.

“BGB SILS was formed to launch this cutting-edge lighting system in the luxury yachting market. As well as choosing a colour to match their mood, users can also adjust the lighting on their yacht to attract fish and navigate safely at night. Its WiFi zone is around 50m, providing excellent coverage wherever they are on board. If the boat already has WiFi, SILS can be controlled through that from anywhere.”

“These lighting units give owners reassurances that their yacht is not going to be damaged and cause a leak, which can happen when an electrician has to drill holes.”

For further information on BGB SILS, including details on how to pre-order, visit [www.bgbsils.com](http://www.bgbsils.com).

**Ends**

**398 Words**