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Boatrax

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BOATRAX LAUNCHES A NEW GENERATION OF THE BOATRAX BRAIN TO BRING NMEA TO THE CLOUD

Boatrax announces the release of the Generation 3 of the Boatrax Brain and development platform and embarks on a mission to enable boat owners to maximize their boating passion with peace of mind and prove that nobody should be burdened by boat ownership.

Miami, FL, September 29, 2021 — Miami-based Boatrax is developing an integrated digital and Internet of Things (IoT) platform to help recreational boaters optimize their time on the water. "We saw the opportunity to create a digital blueprint and log for everything going on in a boat automatically through IoT," Arturo Malave, CEO, said. The Boatrax "Brain" or platform collects information from the vessel and pushes this data to the app automatically through the cloud. Boatrax's platform effectively pays for itself in various ways, including by monitoring and predicting when connected boats need to be serviced. The speed and granular detail of the data transmission is the basis on which Boatrax won for its remote monitoring device the first official NMEA 2000 certification – the industry's standard of safety and reliability in marine electronics.

Smart Boating platforms will eventually become standard on boats. Marine manufacturers will leverage NMEA 2000 and the upcoming OneNet to connect all necessary sensors and systems that will change the way boats are managed. These smart platforms will provide true transparency and predictability to boaters who want amazing boating experiences, engagement with their preferred boat brand, and an easier ownership experience. Manufacturers will want to improve their boat offering as well as brand

engagement while delivering a continued quality service relationship through preferred dealers.

The Boatrax Brain enables industry-wide integration by transmitting NMEA to the Cloud. The Boatrax Platform promotes transparency through high-resolution data collection and transmission. Insights from the collected data generate actionable alerts instantly to users which are shared with key stakeholders such as vendors, dealers, and manufacturers. This enables deep collaboration across the industry helping to elevate the boat ownership experience to the next level.

About Boatrax

Boatrax, based in Miami, Fl. is a marine tech company offering a unique IoT platform connecting boat owners to their vessels in real-time by reading, storing, and transmitting data coming from the engine devices and sensors connected to the boat. Integrating across marine networks, Boatrax addresses all recreational market segments including existing boats, clubs and charter fleets, and manufacturers with an efficient solution designed to make boats smarter and boat ownership easier.

Click this link to schedule time for a quick demo or to get additional information about Boatrax: https://meetings.hubspot.com/arturomalave/boatrax-ibex-press-release

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