

Navionics will come out with a evolution on cartography with our newest Freshest Data concept. This means that Navionics customers, who buys an update in 2011 or purchase a new Navionics chart will get unlimited 12 months free of charge, updates. This is valid for all Navionics products except the Small charts and the embedded cartography. For Platinum+ charts the 2D Gold content will be updated.

All charts delivered after **April 2010** are eligible for this freshest data concept.

Advantages to Consumer?

- Freshest data guaranteed when purchasing chart
- Benefit from continuous chart improvements and corrections available in the Navionics database
- Anytime, Anywhere...
 - Unlimited downloads
 - Connect card too Web Store from any PC

Advantages to Distribution?

- Product on shelf remains current over time
- No need for Stock Refreshment
- Reduced handling and administration costs

Note: detailed procedures will become available at time of Web Store service Go-Live

Can older products benefit?

- Yes, by purchasing a regular update with media card swap

PC App



- Free* planning tool
- Free for all charts excluded Small (bundle and download), and embedded charts

The PC App is free for buyers off a Navionics chart. If a chart has been purchased the same area can be downloaded, together with the PC App, for free on the PC. With this App you can see and feel the Navionics chart the same way as you can do on the Smart phone apps.

Note*; not for free for Small charts and embedded.

The App can also be purchased for just € 24.99 (chart + App)

UGC (User Generated Content)

User is able to make changes to the cartography, own layer, and can share this with the other users.



UGC Challenges

- Between Mobile devices for now
- Implement UGC layer in plotter software
- Make UGC available as Freshest Data
- Create the community
- Size is fundamental

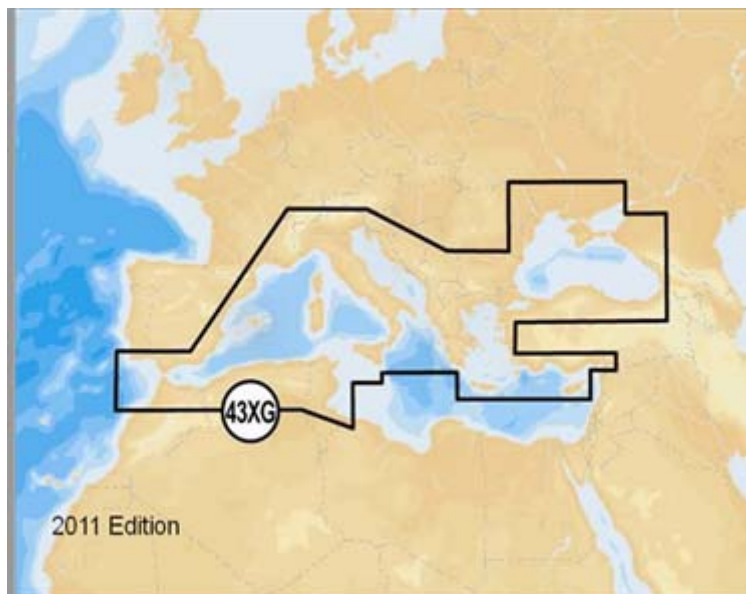
=> Mobile devices

- Make them share

=> Develop incentives, recognize value

Gold XL9 area change

The 23XG will be changed into the 43XG. The reason is that the coverage is slightly changed. New coverage will be available with the updates 2011.





Navionics Web Store

Gold XL9 and Small2 for Europe
Download bundle with Navico Elite
EUR Small coverage to 100%
Extension to all ROW XL9 (except US) and Small titles

Pre Paid download

Buy a formatted Navionics blank (Small) and download a chart from the Web
chart XL9 pay upgrade (price diff.)

Store. Need a bigger



For Compact Flash (CF):
For MSD plus SD adapter:

CF/DWL001
MSD/DWL001