

## PRESS RELEASE

For immediate release

### Ultra slim 'floating' glass helm to be unveiled at METS

Applied Marine Automation is to unveil the latest in its range of Command consoles, the stunning ultra slim, floating glass *BLADE*.

With extreme wide 42:9 and ultra slim glass screens, the *BLADE* is the ultimate in modern, minimalist design. The glass helm appears to float, its simple, clean lines complementing the aesthetics of any superyacht bridge.

Applied Marine is pushing the boundaries of design while ensuring functionality and ease of use is at the heart of the integrated bridge system. The *BLADE* provides a video wall view with all of the ship's systems. An 'at a glance' user interface maximises the touchscreen controls so there is no need to navigate between dozens of pages. All key systems are available on the one page with pop-ups for alarms and secondary functions.

Design Director, Gifford Hooper said: "We want to demonstrate how helm design can be ultra-modern and offer the ultimate in convenience for a superyacht captain. The 'floating' concept can be adapted to any boat's interior design and having all your systems available 'at a glance' significantly improves ease of use for safe pilotage."

The screens offer a 2560x1080 resolution and low reflection optically coated glass. They are calibrated for true life colour and can be produced to ECDIS standards.

The *BLADE* will be unveiled at METS 2014 in Amsterdam on Tuesday 18<sup>th</sup> November at Applied Marine Automation's stand in the Superyacht Pavilion, 09-702. Visitors can test drive the console using a boat simulator.

This new concept follows on from the Command - *HUD* showcased at METS in 2013. The heads-up display allows control systems to be projected onto the cockpit windscreens.

Managing Director, David Rowe said: "We had a fantastic response to our *HUD* console at METS last year and we're very much looking forward to the show this year. At our factory in Plymouth we are pushing the design boundaries and working to develop concepts to help superyacht captains control their vessels with touchscreen simplicity."

### PHOTO OPPORTUNITY

You are invited to send a reporter/photographer to the Applied Marine Automation stand in the Superyacht Pavilion 09:702 at METS on Tuesday 18<sup>th</sup> November at 10.30am. The Command - *BLADE* will be unveiled and interviews will be available. Please confirm attendance with Rachel Ellis.

**Notes for editors**

Applied Marine Automation specialises in the custom design, installation and commissioning of integrated bridge systems, instrument panels and control and monitoring systems. It is a division of Applied Automation (UK) Ltd which employs 121 people at its factories and offices in Plymouth and Cardiff.

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