

FOR IMMEDIATE RELEASE - July 16, 2012

Wireless, Solar-Powered SailTimer Wind Vane

Transmits to the SailTimer app on your iPad/iPhone

Mobile devices are leading to some exciting innovations for sailboat navigation. Now you can continuously update your optimal tacks and Tacking Time to Destination (TTD) as the wind changes. The SailTimer Wind Vane sends wind speed and direction magically through the air to your mobile device (e.g., iPad, iPhone or The Sailing GPS). Because this anemometer is wireless, it is quick and easy to attach, with just two screws. That's it. No wires to run down the mast and through the cabin. It also comes with two U-bolts for quick mounting on a stanchion until you have access to the masthead. Wall-mount fittings are also provided, in case you want to watch winter storms at home in the off-season.

Although the SailTimer Wind Vane may look like a simple device, it has some amazing engineering built in. It has moving parts and is waterproof (no mean feat), but the internal software also leads to some pretty intelligent behavior. The vane spends most of its time asleep. But it wakes itself up every 8 seconds to see if anything wants to talk to it. If a user is detected, the Wind Vane stays awake but transmits for just a few milliseconds each time to save power. The vane can actually run for about 65 days on a full battery charge. It can recharge 8 hours of sailing usage with 1 hour of direct sunlight. It is also very sustainable, because it generates its own solar power. Once you take it out of the box, it is designed to function on its own with a lifespan of 20 years (for the advanced lithium disk batteries).

How many electronics products these days can say that they generate their power for continuous operations, and are designed to last for 20 years? Most have planned obsolescence in about 2 years.

The vane sends wind information with a radio signal to a small base unit, where the data is converted to the standard NMEA format for marine electronics. The base unit runs on replaceable, rechargeable AA batteries, and sends the NMEA data via Bluetooth or wifi. This data is open, so it could be received on a computer running a chartplotter program, on an onboard multiplexer/router, or by a mobile app. Further detail about the SailTimer Wind Vane is available on the web site and in the Owner's Manual, which is available here: www.SailTimerWindVane.com

SAILTIMER APP NOW SUPPORTS WIND VANE AND MARINE CHARTS

Whether receiving wireless data from the SailTimer Wind Vane or manually entering wind information, the SailTimer app calculates your optimal tacks and TTD (Tacking Time to Destination). Another amazing advancement with mobile devices.

The Estimated Time of Arrival (ETA) on a standard GPS chartplotter does not take tacking distances into account. But if it doesn't know how far you are going to travel, how can it calculate your arrival time? The SailTimer app solves this problem. It calculates your exact tacking distances, will continuously update your optimal tacks and TTD as the wind changes.

Although VMG is prominent in standard GPS units, it was really designed for powerboats. Even if your speed and heading remain constant, VMG decreases all by itself the longer you stay on a tack (even if you are on the correct course). That is a very poor measure of "velocity". But in the age of smartphones and iPads, the SailTimer app makes ETA and VMG obsolete, with quick and easy display of optimal tacks and TTD.

Version 5 of the SailTimer app for iPad/iPhone is now available in iTunes to coincide with the launch of the SailTimer Wind Vane. This new version of the app now includes:

- Hydrographic charts for multiple countries (USA and Canada to start, then England, Ireland and New Zealand, with more being added all the time).
- Real-time wind data from the new wireless SailTimer Wind Vane.
- ActiveCaptain, which is like a crowd-sourced cruising guide, where users can add points of interest to the map, share them, and see others' comments.
- Saving your GPS track and emailing it out or viewing in Google Maps.
- Optimal tacks and TTD (Tacking Time to Destination).

OH, AND ONE OTHER THING (AMAZING PRICES)

Sailing features like the optimal tacks and TTD are not available on standard GPS chartplotters at any price. But the low-cost SailTimer app is just a click away in iTunes (\$13.99). <http://itunes.apple.com/app/sailtimer/id326309851?mt=8>

The SailTimer Wind Vane is available directly from the manufacturer, as an online purchase. No middleman, and no retail margins to pay for. That is why its' suggested retail price is lower than typical marine anemometers. Just \$588 US, with next-day shipping from the online shopping cart at www.SailTimerWindVane.com . If high demand online has caused the SailTimer Wind Vane to sell out temporarily, reservations can be made on the web site until vanes are in stock again.

The chart prices in the SailTimer app should also be a pleasant surprise (e.g., \$15.99 for a US or Canadian chart). SailTimer Inc. licenses these directly from national governments, with no middleman. Paper charts are also changing with the smartphone revolution. You didn't used to be able to keep charts of an entire country in your pocket -- but you can now, on your phone. So sailors can download hydrographic charts within the SailTimer app, the same as buying a song or renting a movie on your iPad or iPhone.

www.SailTimerWindVane.com

www.SailTimerApp.com

GRAPHICS AVAILABLE

SailTimer Wind Vane:

Hi-resolution product shot suitable for the New iPad retina display, or for printing:

www.SailTimerWindVane.com/graphics/SailTimerWindVane_hires.jpg

Smaller version for online viewing: www.SailTimerWindVane.com/SailTimer_Wind_Vane_smsm.jpg

SailTimer product family: www.SailTimerWindVane.com/graphics/SailTimer_products.jpg

Quick U-bolt mounting on a stanchion: <http://www.SailTimerWindVane.com/Ubolt.jpg>

SailTimer App:

www.SailTimerWindVane.com/graphics/SailTimer_app.png

www.SailTimerWindVane.com/graphics/SetUp_panel.jpg

www.SailTimerWindVane.com/graphics/ChartChoices.png

www.SailTimerWindVane.com/graphics/Tack1Tack2.jpg

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