

**AMERICAN SUPERYACHT FORUM 2008
24 - 27 June 2008 — Newport**

Day 2 - 25 June 2008

Equipment and New Technology Presentations

Atlas B2B Ltd
American Superconductor
Ammset Ltd
Dometic Environmental Corp
Electrowave USA
Palladium Technologies Inc
Z&F Marine Electronics

Chairman—Martin Redmayne

OK, this is the final session of day 2. It's one of my favourite sessions because it's short, punchy and interesting. Bit like Tork Buckley really. The objective of this is for—I just read this little piece of brochure that Lisa has put on my table here—Lisa's my new PA if anyone hasn't met her yet—it says 6 companies will deliver instant snapshot presentations, and I've got a list of 7 companies. I'm a bit worried. They have up to 10 mins each to do the presentation, it can be 100 seconds and then for discussion or can be 5 mins and 5 mins of questions, but the window is 10 mins maximum. But I'm going to police this. I want to make sure you get some interaction with the people as well, alright? The idea is that they're going to go in alphabetical order with Andy going first, and ultimately it's just presenting the information, the technology, the product, and the audience will hopefully enjoy this presentation. Andy, please?

Andy Stewart

Atlas B2B Ltd / Tectonic Design

Good afternoon ladies and gentlemen. My name is Andy Stewart from Atlas B2B and Tectonic Design and if there's any shipyards out there I am a trombone player. Atlas B2B is an equipment supply company that also has interior fit out facilities in the UK. Tectonic Design is a design company specialising in technical space design for yachts and private residences which is galleys, laundries, pantries etc. They work in partnership together, with Tectonic doing the design and Atlas B2B supplying the equipment for the projects. However Atlas B2B is a stand alone equipment supplier for yachts that are being built, refitted and yachts in commission. So we are a little bit different from the normal equipment supply company in that respect. The products and services that we provide—again we have qualified people with over 30 years' experience in the industry, like I said a workshop in Hampshire for the bespoke interiors, and we supply to shipyards globally and we undertake projects worldwide. Tectonic Design, which is based in Sweden, like I said—the reason for being, is for the technical spaces on yachts. My previous history was I was a professional chef on yachts for 14 years and on leaving I decided that the state of galleys and crew accommodation could be improved and that somebody should get off their behind and do it, and that's what we've been trying to do, and that's what we are achieving at the moment with many of the new builds that we are involved in. One of the things

that we developed specifically for the yachts is some galley equipment which we've been working on the last couple of years which is specifically designed for the superyacht and marine industry; we've taken rules from the USPH, regulations from Europe and we've combined these to produce some hot areas or cooking platforms—we have one next door if anyone would like to see it, and it is for sale—that combines all the requirements that a professional chef needs on a yacht these days. I'm sure a lot of you know that chefs are getting paid an incredible amount of money to be on board yachts and there is a quite a shortage of very top professionals and the way to attract them is by providing them with a good platform and good environment to cook in. So that was the reason for doing that—if you can go and have a look next door, if you have any questions then please do that. I think we can go forward a couple of slides actually. One of the other things that we're currently involved in is developing crew areas—the actual cabins that people are living in. There is some literature that you can find on your tables here and inside that on the back page you'll see that there is something called Lifestyle Green Accommodation and what we're trying to do here is produce cabins from recycled materials such as bamboo, that have low carbon footprints, that use natural light through light projection, and provide what we would call something that has pleasant living conditions, and helping the crew, the psychology of crew living on board a yacht. I'm sure there's a few people here that have lived in the bow of a white boat and realised that that's an incredibly pressure cooker area to live in, and the more support you can give them, the better the crew will work and the better the yacht will work for the owner. So I think that's pretty much briefly what I'd like say. If anybody has any questions, then please feel free to ask or if you'd like to contact me afterwards I will be available.

Martin

OK, Andy, thank you very much. Any questions from the floor? Rob Rouse, please.

Rob Rouse American Superconductor

Good afternoon. 100 seconds was the challenge, and for people who know me, that's very difficult. But I'll do it in a few words. Propulsion. Propulsion, key to yacht facilities. A few words to think about when it comes down to propulsion--Power, control, efficiency, environmentally clean, and quiet. When you go to consider the propulsion plant for your new build, consider all-electric ships because of the capabilities they offer for power instantaneously, total control of speed, high efficiency by choice of power producer, environmentally clean by matching the load produced to the load used, and extremely quiet operation. A key attribute to all electric propulsion. And so that no-one feels totally without understanding, if you see me in our booth, copper, bad. Superconductors, good. Thank you very much.

Martin

Thank you Rob. Bill Hampton?

Bill Hampton Ammset Ltd

How do I start this thing then? Hello everybody, I'm Bill Hampton from a company called Ammset. When we developed the Potentia for shore power, the brief was very simple. Produced a shore power system that's light, with the smallest possible footprint and make sure that if anything goes wrong with it, it can be repaired by the chef. That really was the brief. I came to this brief by talking to shipyards, captains and engineers. And one issue that kept coming up was the problem of finding a

service engineer for any complex piece of equipment. Our system has all the power conversion in a stack of identical PCMs, or power conversion modules. Should one unit fail, then this will cause a proportional derate, not a complete failure. The PCM can then be hot swapped with a spare, so we can virtually eliminate the need for onboard repair. Potentia is a true modular system. It's got three configurations, a basic isolation transformer, our new soft shift transformer which will seamlessly keep your output voltage within parameter, regardless of shore power voltage fluctuations, and then obviously our full shore power system. At build it's possible to just fit the transformer section and for a fixed fee, we will upgrade the yacht to a full shore power system that comes as standard with seamless transfer and dual shore cords above 50 kva. So to summarise—we feel that we produce the most flexible shore power package on the market today, with the least chance of down time due to failure, without losing sight of the other two points which are size and weight. Thank you very much.

Martin

Thanks Bill. Dometic?

Ed Todd Dometic Environmental Corp

It's Dometic, not Domestic. Just drop the S. My name is Ed Todd, I'm with Dometic Environmental, which is the merged companies of Cruisair and Marine Air, which some folks may know by those names. We also manufacture Eskimo Ice, crushed ice machines. So if you want to hit that video I'll tell you a little bit more about it when we're done.

[video]

Dometic Cruiseair, Marine Air, has engineered and built more air conditioning systems than any other company in the world. Dometic also eliminates the frustrations that most naval architects, builders and owners encounter when designing or equipping a cool and comfortable yacht. Do you know the three biggest challenges in choosing the right company? Engineering support, for proper system sizing specifications and installation, broad selection and variety of equipment, equipment reliability with worldwide service. Engineers review your specifications to ensure all measurements, load calculations and BTUs are correct. Dometic provides the broadest product range of chilled water equipment in the world, ranging from 16,000 to 1.2million BTUs. Fit your yacht with variable speed, quiet DC air handler technology, consider the gateway chiller control system for Ethernet capability with a graphical colour touch screen, IP connectivity provides remote monitoring and technical diagnostic assistance. You have complete control at the touch of a button with your Elite network cabin controls. These units interface with popular automation solutions like Crestron and E-Plex that manage your audio, lights and shades. Trust Dometic's engineers to supervise your custom installation. Your crew will operate the system correctly with reliable documentation and training. For nearly 50 years Dometic Cruiseair Marine Air has supported most of the worlds' yacht builders. Wherever you travel, the globe's largest network of trained sales and service teams supports you 24/7. To help you make the wisest decision for your project, Dometic offers an information guide called How to choose the right superyacht chiller. It contains information you need to ensure you're getting the best equipment and service.

Our marketing people thought that would do it a lot better than I could do it. And I do have some spec sheets on some of the products that we highlighted in this video. I think that one of the keys that we've got would be the DC whisper quiet blowers—there's a lot of movement, reduced noise inside staterooms and sleeping areas. And that new DC blower has been one that has proved to be very very effective to eliminate all the air conditioning hum that folks experience at night. So I'll be next door for questions later on or questions now.

Martin

Ed, thank you. Any questions? OK.

Steve Jackson Electrowave USA

Good afternoon, I'm Steve Jackson with Electrowave USA. We're actually based near Houston and our newest product sets a new direction in yacht control that I hope you'll be as excited about as we are. The stasis system is what we're introducing. It means by definition in the dictionary—*a state of stability in which all forces are equal and opposing, and therefore they cancel each other out.*

(Yes, you can start that, sure). You'll see this running while I'm still talking and probably—I hope I don't distract you from what you can see there. What we discovered, at least as best we could tell, there's an excellent reason why dynamic positioning has not been put on a lot of yachts, in the charter business or otherwise. When you pull up over a reef that's a little bit sensitive, you've got an environmental issue, you can't anchor on a reef—if you have dynamic positioning and the guests like to get off the back of the boat on the swim platform, jump in the water, swim, put the toys out and what have you—it would be a rather crude accident if somebody got run over and cut up with the props. So I think that's been one of the big reasons—what we've done is come up with a jet thruster system, there are 6 components to this, primarily the DP system itself along with what we call our reef safe thrusters, that are hydraulically controlled water jets; the vessel perimeter monitoring and/or our collision avoidance system which are closed circuit television systems set up around the yacht, which you have access to while you're sitting in your helm chair, if you would—the typical MPCMS system, the monitoring system, that will take care of as many points as are necessary and become a vital part of monitoring the boat. And then of course, our joystick. The joystick is attached, as you can see from the pictures, to the helm chair but it's also detachable if you would like that option or we can put it on other stations. But they came along and told me I had 120 seconds and they wanted something to be sort of enlightening if I could still see—I figured out what I might do is try to give you an example of what this sounds like to a typical customer who might be a rapper. And you're laughing already and I haven't even started. I hope I can read.

The stasis dynamic positioning
will make a difference in your vacationing
our jet thrusters will keep the reef safe,
there's no propellers, keep the people safe
holding you at station while your guests swim,
enjoying themselves so they will come back again
the vessel perimeter video monitoring
can give you the picture of securi—tain
the stasis collision avoidance system

will keep alive the son of the owner
 who hangs out on the bridge and causes collisions
 the stasis systems MPCMS
 will monitor everything without distress
 the dual joystick controller is really the star of the show
 we put it on the arm of your helm chair so you can
 turn in the direction you want to go
 you see the uniqueness of the joystick is
 it knows where your chair is facing
 enabling you to put her anywhere you want
 because the chair reads your heading
 we can mount the dual joystick in multiple locations
 so the captain can pick and choose his stations
 OK so protect the environment, protect your guests,
 order our system because it's the best.
 Whatever.

They've told me if I don't go back with a sale, my job's in jeopardy so will you please, if you have any questions, I'd like to answer them if I can. I don't propose to have all the answers. Or come and see me in our booth.

[From the floor]

Have you ever considered a professional career in music?

Steve

We won't go there. But I have made a living doing this before—it's just a lot better than this one is. Thank you. Please come and see me, I'd love to talk to you.

Mike Blake Palladium Technologies

What can I do? It's impossible after what Steve just did. We're a technology based company out of Fort Lauderdale. We're best known for our flagship monitoring system called Simon. Now with the 120 seconds that we were all allocated I'm going to do a worlds' Guinness record here of doing PowerPoint presentation on speed. So if you can bear with me I do need—before we do this, quickly, when we started out the company we set an objective and that was we're going to be technology based. No.2 we're going to be driven by our customers, so everything we do internally is totally driven by our customers and what they're telling us. Our products and services include Simon, which is our monitoring alarm control system, Simon Sea the security systems, bridge designs—we're trying to bring technology or integrate higher levels of technology into the bridge and the implementations, which I will show you. And then a new area of our company which is a product called Titan which is our electrical switchboards and electrical designs. Apollo, which is going to be announced very shortly, which is our new AV cabin control system. Again these are all based upon our customers telling us what they want. And trying to get this to move forward—it's really a group of products, we kind of think of Simon as at the centre, with the bridge systems at the top and the interconnection between the different bubbles. They operate autonomously but they can also operate in an integrated fashion. Simon, which if you know about our product, it's a line monitoring control, we set a design of user friendly graphics, something that the user can use and tailor to their own configurations. And of course we had to go to the Lloyds, the ABS, the DNV, we had to meet the high level specifications. Our market that we try to

participate in is more the mega and superyacht, and we have close to about 300 of these installations in vessels over 100 feet. Again an example of some of our screens, you can see the rich graphics that we've tried to use to make it easy to identify information at a quick glance. A lot of trending throughout the systems. I'm a graphically oriented person so visual representation is very important. Watch closely, this is still my presentation at speed. Very graphic. And all this is tailorable by the engineer on the vessel, so if he wants to change it he can do that at will. Bridge designs—we got into this a couple of years ago when we were called in to try to integrate all the technology together and we designed integrated helms which bring in the technology, flat panels, I can show you some of the examples of what we've done—this one shows up a little dark, this is a rendering of one of the vessels. This is another side shot—clean look. That's our objective. To move away from all the disjointed pieces of equipment that your eye has to keep trying to decipher as you move across the bridge. This is one of our projects, you probably know these—Ronan or Isaname—and we got the bridge—this was the end result. And there are some more of the mimic panels that we designed with our proprietary blue back lighting. Electrical systems—as I mentioned relatively new to us, not to the staff we have on board, but new to our product offering, and we do the electrical designs, the one line drawings, the detailed load plans, AC DC switchboards, we have—let me think—I think we have 4 or 5 projects from 54 metres to 75 metres underway right now. Emergency switchboards, here's an example of some of the renderings—that's a three generator configuration. Again, I'm trying to do this in a quick amount of time. To design this we brought in a team of people, captains, engineers, and customers—shipyards—to help us design the system, we wanted to listen to what they wanted, rather than what we wanted. We're technology based systems, we try to bring a set of solutions that are one source. Any questions?

Martin

Mike, thank you very much. I think our last presentation guy has got stage fright. Tom, are you around?

Tom Katika Z & F Marine Electronics

I recycle. So anyway, Martin called me about 4 weeks ago and he said BillyBob, he said, I need some help. I'm trying to find a fool to say a few words at the conference—I said you made the right phone call, Mr, I'm your man. So before I get started, how do you like my new shoes? Oh sh.. I didn't wear 'em.

My name is Captain Handle T Lev[v]erpusher. That's L[ee]verpusher, for you Brits. Also known as Captain Control because I control everything that I captain. You can call me BillyBob. Earl. That's the Earl of BillyBob for you Brits. Anyway I used to captain airliners. I worked for the Saudis, flew the big ones, 747s. Till I put one in a ditch. Which is not unusual for a young boy from Georgia. So they terminated me, they didn't like that, they didn't cotton to that too much. So I got a job with a small commuter airline and that was going just fine until—you guessed it—I put one in a ditch. Why they put these ditches in airports I'll never know. So I hooked up with a Chinese carrier and I was doing quite well, actually, this next clip I'm going to show you, I figured that I should have got a commendation for this one—they terminated me, said I was drunk. Well I wasn't drunk, I was a little tipsy, but anyway you just tell me what you think. *We've got a little wind sheer there, straighten out, straighten her out, put her down, put her down, now have a little fun. Wheelie, wheelie, wheelie, little wheelie, down.* Now what the hell is the matter with that landing? So anyway, now I drive boats. The big ones. And I want you to stop and take a look at that steely

eyed look of concentration and note—pay special attention to the fact that not only am I driving the boat, wait a minute, we've got to go backwards here—not only am I driving the boat I'm talking on my cell phone at the same time. And I got that going for me anyway, which is nice.

Now I also got a good friend of mine, Justin Timberlake, he wrote a song about me. Bring it sexy back, yeh, and he also stole the line, one of my best lines, there's a line in that song that says—take it to the bridge. Well, I say that all the time when the steward walks home with provisions and he's got a case of Jack Daniels and he says where do you want it? Take it to the bridge, yeh! Well that works for me. But that's not why I'm here. Right now I'm captaining for a fine southern gentleman from the great State of Georgia. Mr Turner. And I'm not going to tell you Ted's first name but he's a helluva man to work for. Well I'm here to talk to you about a new product. I've got one word for you. Joystick manoeuvring system. From ZF Marine Electronics. The joystick system. Combines conventional fixed pitch propellers with electronic controlling valves and a bow thruster to give you complete control of that vessel with the use of that joystick—you can go forward, you can go aft, you can go diagonal, you can go sideways. And it's a compact little gadget too. Doesn't take up much room on the console. Guaranteed not to rust, bust, collect dust, crack, break or shatter. So I want to show you how it works, but while I do this I want you to picture this little scenario in your mind. Mr Turner has got a group of high powered associates on for a dinner cruise. I take the boat out, we cruise around the harbour a little bit. About the time they finish with dinner and they're finishing their dessert, I bring that boat into the harbour and I select the joystick manoeuvring system, combined with the GPS it has a hold position feature. So I hold the boat right there about 200 yards off the dock, and I just wait until the timing is perfect. At that point I get on the intercom and I say this is the captain speaking. She's all ready if you want to come up and take her in, Mr Turner. So Mr Turner comes stumbling up the companionway with about 3 or 4 of his associates in tow, he walks up to that joystick and he walks it sideways right up to the dock. He looks good and he feels good. So the way I see it is, I only got to do that 2 or 3 times a year, come Christmas time I'll have a fine bonus in my pay envelope. So if you have somebody who doesn't know how to drive a boat, and want to make it easy for them, look at the joystick manoeuvring system from ZF Marine Electronics. That's pretty much all I've got to say. Thank you very much for your attention, I'm Captain Handle T Leverpusher over and out.

Martin

Tom, thank you very much. As always, a pleasure. Where did you get your T shirt from?

OK. If anyone has any questions for the panel, of the interesting presentations, Tom's left the building but that's a good thing. Otherwise we can wrap up early and we can get ready for a very interesting evening of fun and frolics. Thank you very much indeed, guys. Thank you for the day, we'll see you tomorrow morning for breakfast at 8 o'clock again. Another interesting day tomorrow. Thank you.
