



CHART THE ROCK!

Navionics campaign to report the unmapped rocks.

Press release

Kartverket, the **Norwegian Hydrographic Service**, high-lighted the presence of **35,000 rocks** that are not charted, which could take as much as 30 years to map. The presence of rocks that are unmapped causes many serious accidents every year. Therefore, Navionics is launching a campaign where information about the missing rocks will be shared with Kartverket!

Navionics can leverage hundreds of thousands of mariners that are on the water daily, and achieve incredible results in a very short time. With any Navionics app the **Community Edits** feature allows the user to inject additional, uncharted information, like rocks.

Giuseppe Carnevali, Founder and President of Navionics, stated: "Navionics is launching the "Chart the rock" campaign where **anybody can participate** simply by downloading the free Navionics Boating app and reporting any hazard that they find in a very simple manner. We can chart all the rocks and all the hazards in a time that is ten times faster than the traditional means."

All data collected via Community Edits will appear immediately on any Navionics app and will also be available in a day or two for charts on plotters via **Freshest Data**.

Registering is necessary as it tracks which user added what information and when, allowing the whole community to monitor the quality of additions. Users can comment, rate, and enhance the input provided by other users or even communicate inappropriate additions to Navionics.

Information will be transmitted to Kartverket, who will use it to modify, over time and after an additional level of verification, the official hydrographic charts.

"We are happy that people that uses updated charts, based on official data from Kartverket, are giving us feedback on errors in the charts", says **Torstein Ådland**, Section Manager at the Norwegian Hydrographic Service.

Hans-Christian Grande, Navionics Sales Representative for Scandinavia, Norwegian expert sailor and cruiser, announced the kick off of the campaign: "This is a **fantastic opportunity for every Norwegian** to contribute to improve the safety of boating in our area. The community has the means to collaborate and make a serious impact on the quality of our time spent while aboard our boats. No one wants to worry about hitting a rock. Thousands of rocks in Norway are currently not mapped. Now it's possible for people to make a difference! I'm optimistic that Norwegians will realize the significance they can make and help Navionics get the job done."

Anybody can contribute in charting the rocks by simply **downloading Navionics Boating** app for **iPhone, iPad, Android** on their device, then purchase "Norway" chart coverage from a global catalogue within the app. Navionics Boating is the latest Navionics app just released this season, but other Navionics Marine apps can also be used for this.

For further information please write to: hcgrande@navionics.com.

About Navionics®

Navionics is the leader in content and location based services for the recreational boating and outdoor markets, Navionics, based in Viareggio, Italy, operates its US headquarters in Wareham, MA, and worldwide offices in the UK, India, Australia and Estonia.

