

# Engage and Profit from Marine Apps

Overview of popular Marine Apps and how to benefit from them

September 2017



## Latest Mobile Device Statistics

- 99% of devices use Android or iOS
- Q4/2016 sales
  - 350 Million Android Devices
  - 80 Million iOS Devices
- 77% of US adults own a Smart Phone and 51% own a Tablet
- Over 25 Billion iOS apps and 90 Billion Android apps were downloaded in 2016
- iOS users tend to be higher up the socio-economic scale than Android users, which accounts for why we see more iOS devices on boats than Android



**Get rich quick**

# **NO money in Apps !**



- Unless you are the next “Angry Birds” developer, having your own app will not make you rich
- Even the most successful marine apps, with one or two exceptions, have not generated serious revenues
- No mechanism for resellers to make margin on app sales through the app stores



## Topping the Charts



# Creating the “Goto” App

- Even if an app is downloaded, will it be used ?
- How many apps have you downloaded and then removed or never used ?
- A “Goto” app is one that users return to time and time again and becomes part of their routine
- You can have many “Goto” Apps for different activities
- “Goto” apps can be real revenue generators, data collectors or brand extensions



So why bother ?

# The Supporting Apps



- If you cannot create a chart topping #1 app, there are still benefits to manufacturers in creating apps
- An app that extends the functionality of your hardware product is now almost mandatory
- The app becomes an important accessory and buying decision “tick box”



**Knowledge is Power**

# Finding the Right App



- 2.2 Million Apps on App Store (iOS)
- 3 Million Apps on Play Store (Android)
- Poor App naming, tags and categorization can make it really difficult to find good apps
- Many have limited reviews with polarized comments
- Opportunity to become an “App Expert”

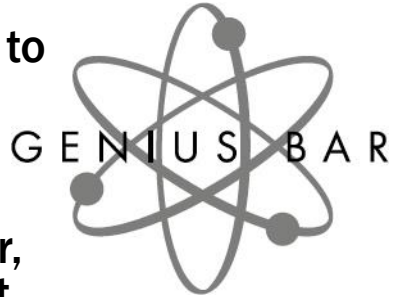


Ask the expert

# Embrace the Apps



- You may not sell the app, but being able to talk about it and demonstrate it, adds value to what you are doing and differentiates you from the pack
- Show some customers a mounting bracket, transducer or cable and their eyes glaze over, show them an app on your iPad and they get excited
- Become the “App Expert” in your area



Keep up to date

# The Best Marine Apps

- Things are constantly changing in the app world and keeping up to date takes time and commitment
- Digital Yacht maintain a list of the apps customers are using with our products which can be downloaded from here...
  - [Best Marine Apps for iOS V1.06](#)
  - [Best Marine Apps for Android V1.06](#)



App Name	App Store	Connectivity	Charts	NO	Intermittent	Weather	Wind	Other
NavList HD	Available	✓	NO	✓	✓	✓	✓	FREE (IAP)
NavX	Available	✓	Navionics	✓	✓	✓	✓	EE
ISolar	Available	✓	Thomson	✓	✓	✓	✓	EE
Boating	Available	✓	Depth+GPS Data Only	✓	✓	✓	✓	EE
SeaList	Available	✓	NO	✓	✓	✓	✓	EE
Imray	Available	✓	Imray	✓	✓	✓	✓	EE
SeaView	Available	✓	NO	✓	✓	✓	✓	EE
SeaQ	Available	✓	Multiple Vector	✓	✓	✓	✓	EE
TIMEPRO	Available	✓	MapMedia	✓	✓	✓	✓	EE
ShutTimer	Available	✓	Wind Data Only	✓	✓	✓	✓	EE
Boat Beacon	Available	✓	AppX Maps	✓	✓	✓	✓	EE
MapData Pro	Available	✓	AppX Maps	✓	✓	✓	✓	EE
Auto Radar	Available	✓	✓	✓	✓	✓	✓	FREE (IAP)
NKE Pro	Available	✓	✓	✓	✓	✓	✓	FREE (IAP)
Map HD	Available	✓	OpenStreet Map	✓	✓	✓	✓	EE
Charts & Tides	Available	✓	USA + Canada	✓	✓	✓	✓	EE
Map	Available	✓	Navionics	✓	✓	✓	✓	FREE (IAP)
NMEA2000	Available	✓	✓	✓	✓	✓	✓	EE
Boat Instruments	Available	✓	✓	✓	✓	✓	✓	EE
OnBoard	Available	✓	✓	✓	✓	✓	✓	EE
Webcam	Available	✓	Signal K	✓	✓	✓	✓	EE
Signal View	Available	✓	Signal K	✓	✓	✓	✓	FREE



## Legacy Systems

# Upgrade Opportunities



- We all like to buy new systems, but when money is tight, perhaps an upgrade is the best solution
- Many old systems can be upgraded to work with new Apps



# The right tool for the job

## Some Free Utility Apps



- Supporting the latest marine electronics requires more IT and Networking knowledge than ever before, but there are some really useful apps that can help...



**Fing**  
Network  
Scanner



**iTerminal**  
SSH+Telnet  
Client



**iAIS**  
Viewing  
TCP+UDP  
NMEA data



**WiFi  
Analyzer**  
Spectrum  
Analyzer



**TCP/UDP  
Terminal**  
viewing  
NMEA data



**Fing**  
Network  
Scanner

Apple iOS Apps

Android Apps

# Important News from Navionics

## New Chart Integration SDK



Navionics has released a software development kit (SDK) which enables iOS developers to integrate the world's most popular charts within their mobile apps.

To see Navionics Nautical Chart and SonarChart™ for marine areas and lakes within compatible apps, users simply need to purchase the Navionics Boating app or renew their Navionics+ subscription, if expired.



A number of developers have already announced their intention to support this new SDK and Digital Yacht will be upgrading their iAIS app to display Navionics charts.

# Why not do it yourself ?

# Writing your own apps

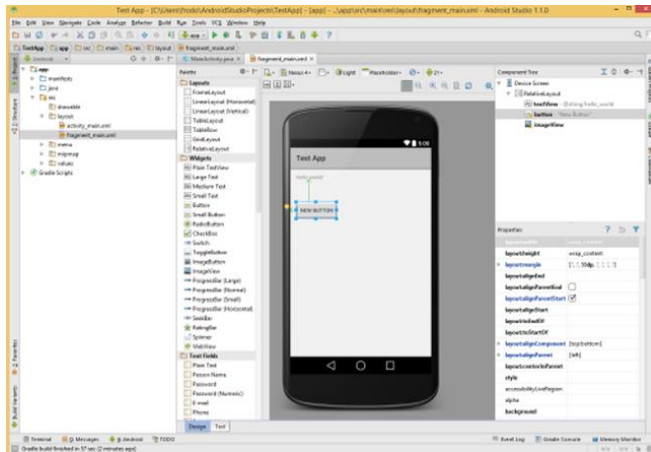


**iOS App Development costs**

- Mac computer with latest OSX
- \$99 USD yearly subscription

**Android Development costs**

- Old laptop running LINUX
- \$25 one time fee



**Both Apple and Google take 30% of all app revenue**

# The app is dead long live the app

# Web App Opportunities



- What if you could create an App that ran on all platforms ?
  - All mobile devices have an HTML5 compatible web browser and can run Web Apps written in JavaScript
- How do you get the Web App to the mobile device ?
  - Host it on a webserver
- How do I get a webserver on a boat ?
  - Install an iKommunicate
- How do I install my web app and data ?
  - Copy the web pages on to the iKommunicate's 8GB SD Card

## Background



# What is iKommunicate ?

- Next generation Universal Gateway
- Three NMEA0183 Ports and one NMEA2000 interface
- Outputs multiple protocols over Ethernet/Wi-Fi...
  - TCP/UDP
  - Signal K (JSON)
  - Rosepoint
- Has its own webserver that can host web apps, document storage, custom web pages, etc.

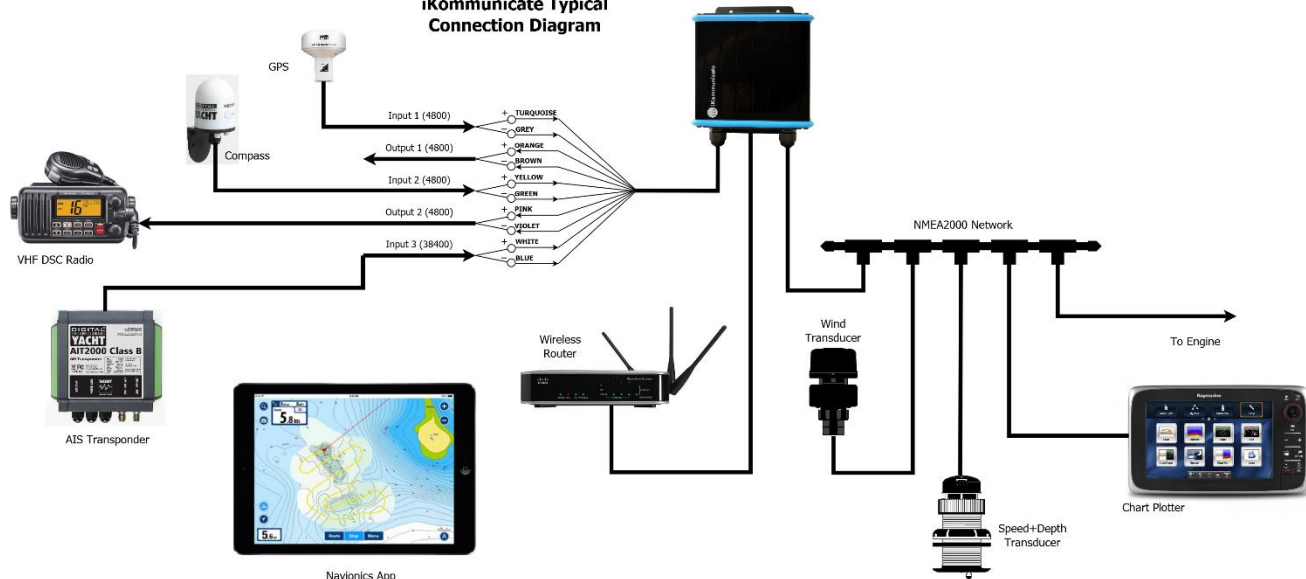


# How does it connect together ?

# Next Generation Interfacing



iKommunicate Typical Connection Diagram

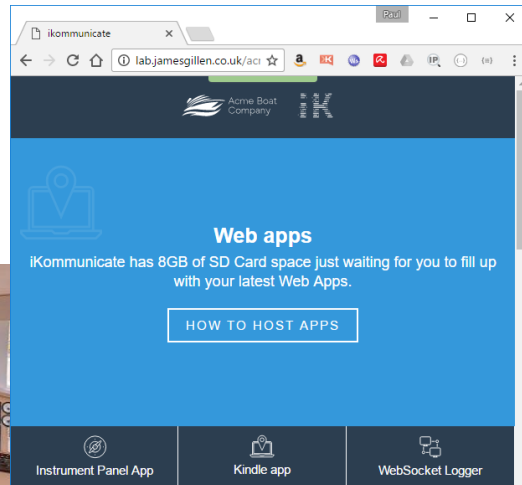


# Providing a “turnkey” experience

# On Board Web Server



- iKommunicate includes some web Instrument apps and room for plenty more on its 8GB micro SD card
- Lots of web app developers and its easy to modify the open source code we have published on GitHub
- Also possible to store manuals, drawings and photos of the boat, on iKommunicate and view on any device with a browser – great for boat builders
- Web pages can be branded and customised by any web designer

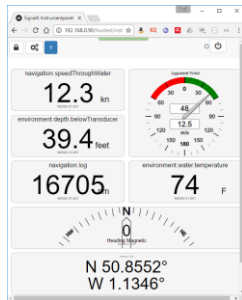


No more handbooks to clutter up the boat!



# Content is king !

# Apps, apps and more apps



# {CODE} == AFLOAT COMPETITION

YOU ARE A BUDDING PROGRAMMER OR HAVE A GREAT IDEA FOR A NEW BOATING APP?

THEN PARTICIPATE TO THE CODEAFLOAT COMPETITION AND WIN \$2500



## Summary

# What have we learnt ?

- Almost every customer has a smart phone or tablet
- There are loads of apps
- Only a few "Goto" apps
- No money in apps on their own
- App Experts will have an edge when selling systems
- There are many useful app utilities and tools
- Developing a mobile/web app might an option
- Web apps can provide a custom "turnkey" solution

