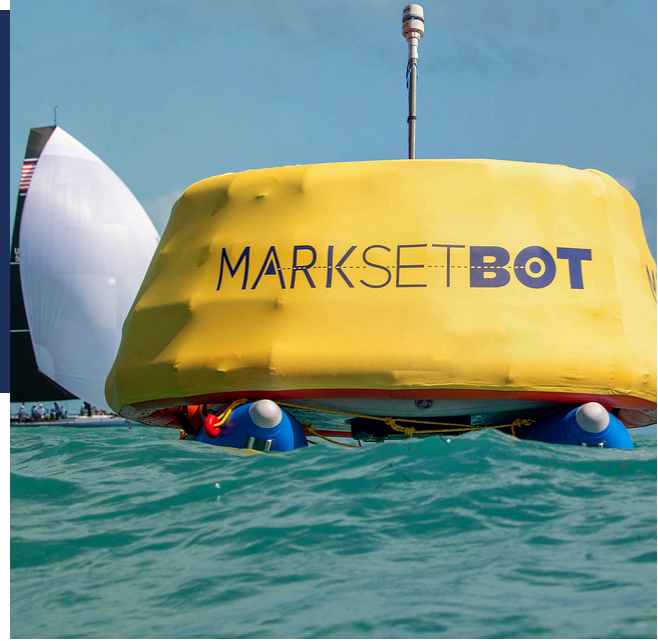


# AIRMAR CASE STUDY

Using ultrasonic innovation to deliver course-wide wind data

[www.marksetbot.com](http://www.marksetbot.com)



## BACKGROUND

Airmar was founded in 1982 by Stephen Boucher in Milford, New Hampshire. Airmar began by manufacturing a transom mounted transducer for fish-finders. Today, Airmar develops and manufactures a diverse range of products, including ultrasonic WeatherStation® instruments and an extensive line of marine transducers. Airmar's WeatherStation® instruments deliver all the current weather conditions required for cruising, sailing or fishing, while moving through the water. These tough multisensors are unaffected by wear, salt accumulation, or bird activity.

MarkSetBot was developed by Kevin Morin in Detroit, Michigan. Their first functional prototype was created in 2014 with production beginning in 2018. The initial prototype still serves as the core technology behind MarkSetBot, which is the only patented, inflatable and fully remote-controlled sail mark available. MarkSetBot is used to solve course setting problems and reduce setup time in sailing and watersports events worldwide, all while remaining environmentally friendly with zero carbon emissions and no sea bed damage.

## TECHNOLOGY SOLUTION

MarkSetBot offers unparalleled technology integrations including starting horns, 360 cameras, VHF broadcasts and much more. One of the most important integrations for the sailing world is wind instrumentation. Initially, MarkSetBot evaluated different vendors and even briefly utilized one of their products to provide this critical functionality. However, after just a short time, it became clear that Airmar WeatherStations were the gold standard and that using anything else would be a disservice to their customers.

Airmar WeatherStation multisensors are durable, water resistant, and compact. They even accurately measure wind speed and direction when the Bots are navigating. MarkSetBot® fully integrates with Airmar WeatherStations, displaying real-time and average wind data collected from your marks. The MarkSetBot app also features graphical representations of shifts and trends, making it easy to understand race conditions from your mobile device.

## BENEFITS

### 1. Seamless app integration

MarkSetBot users can read wind data straight from the MarkSetBot app. The app includes several different views including a wind panel, strip chart and wind rose.

### 2. Accurate while navigating

Airmar's technology is accurate while Bots are navigating so users can get constant, up-to-date true wind data even if the Bots are in motion on the racecourse.

### 3. Full race course coverage

Along with direct integration into the Bots, MarkSetBot has also built a standalone wind kit that can be affixed to race committee boats to pull additional wind data points into the MarkSetBot app for full racecourse wind data.

**For any inquiries or to learn more, please contact [info@marksetbot.com](mailto:info@marksetbot.com) or [salesinquiries@airmar.com](mailto:salesinquiries@airmar.com)**

## MARKSETBOT WIND DATA APP INTEGRATION

