



sirenmarine[®]
Connected Boat[®]

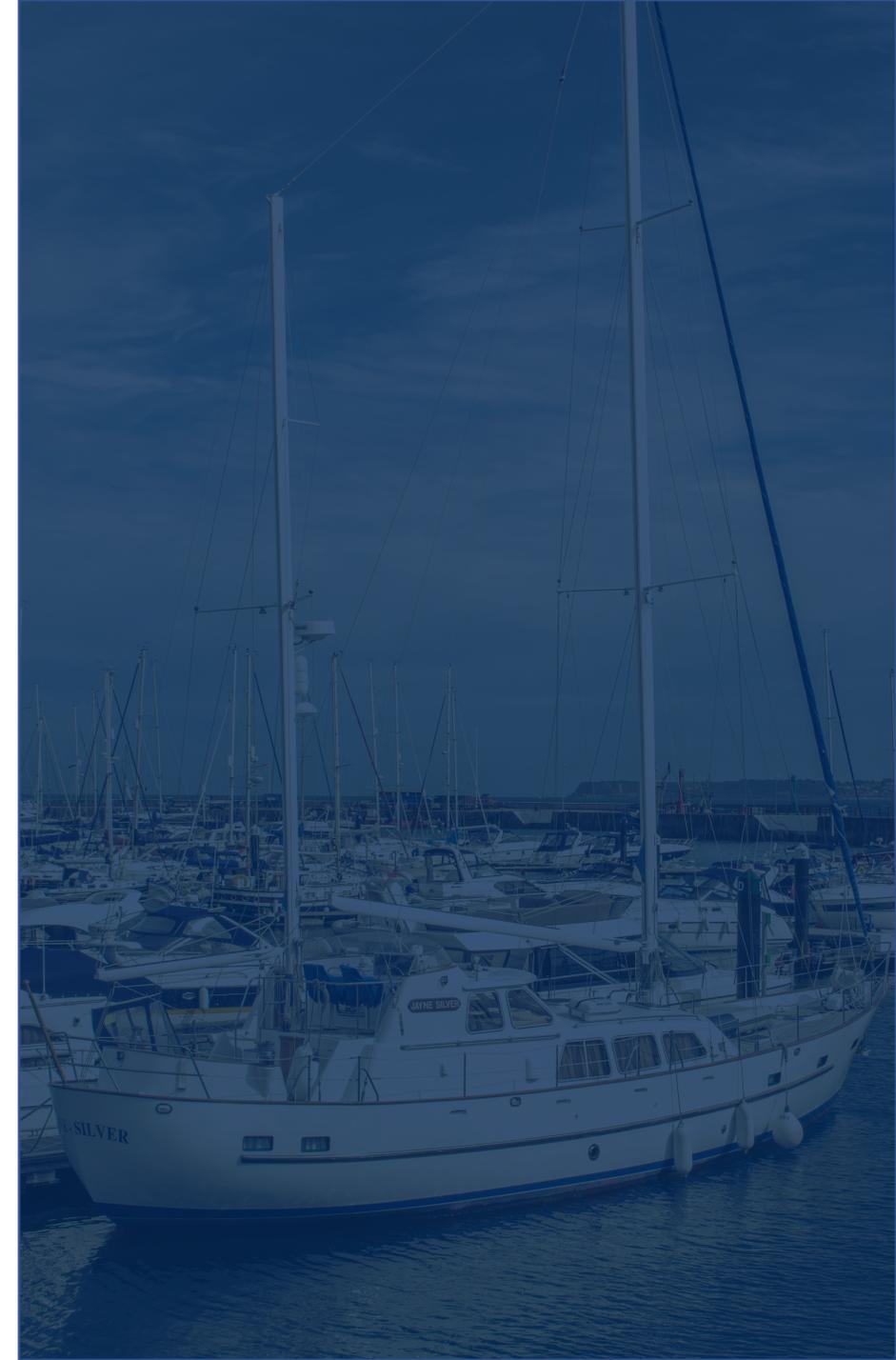
Mission & Vision

Our Mission

To continually transform the modern boating experience through innovative IoT Connected Boat® technology.

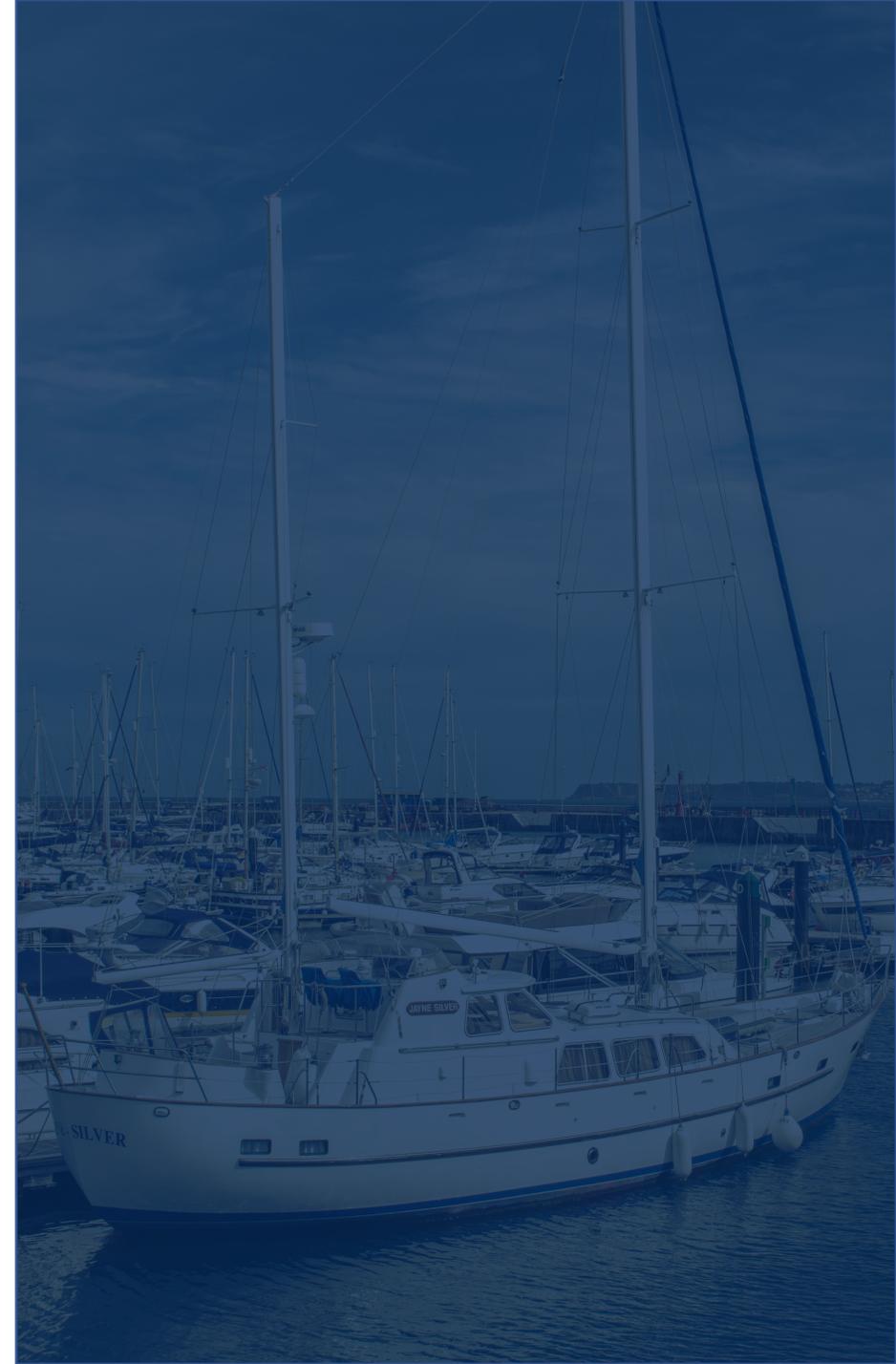
Our Vision

To inspire, support and lead a fully connected and service-enabled marine industry, driven by data, utilizing proprietary hardware, software, cloud computing and IoT applications.

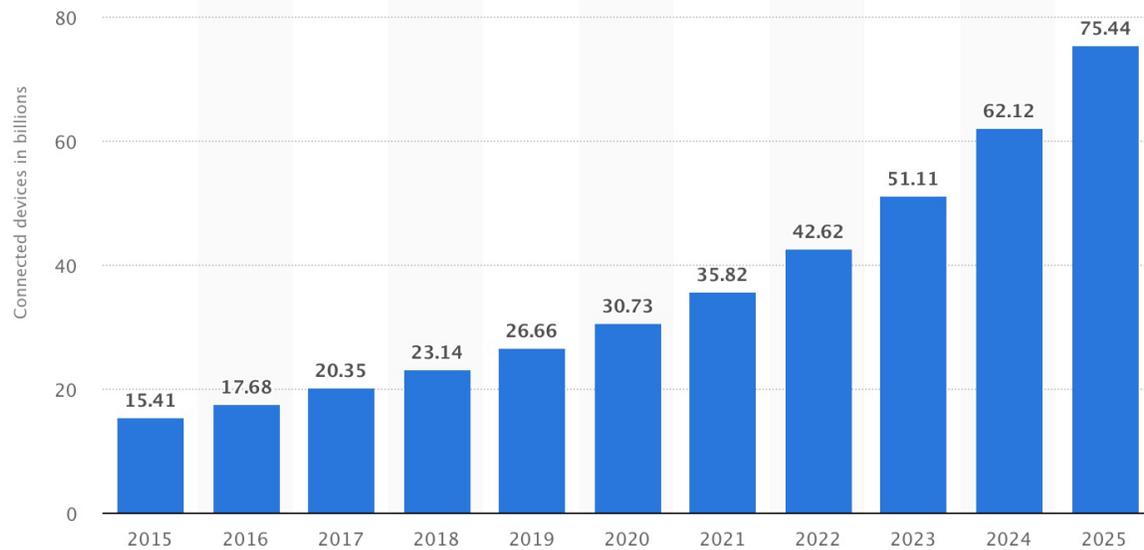


What is a “Connected Boat”?

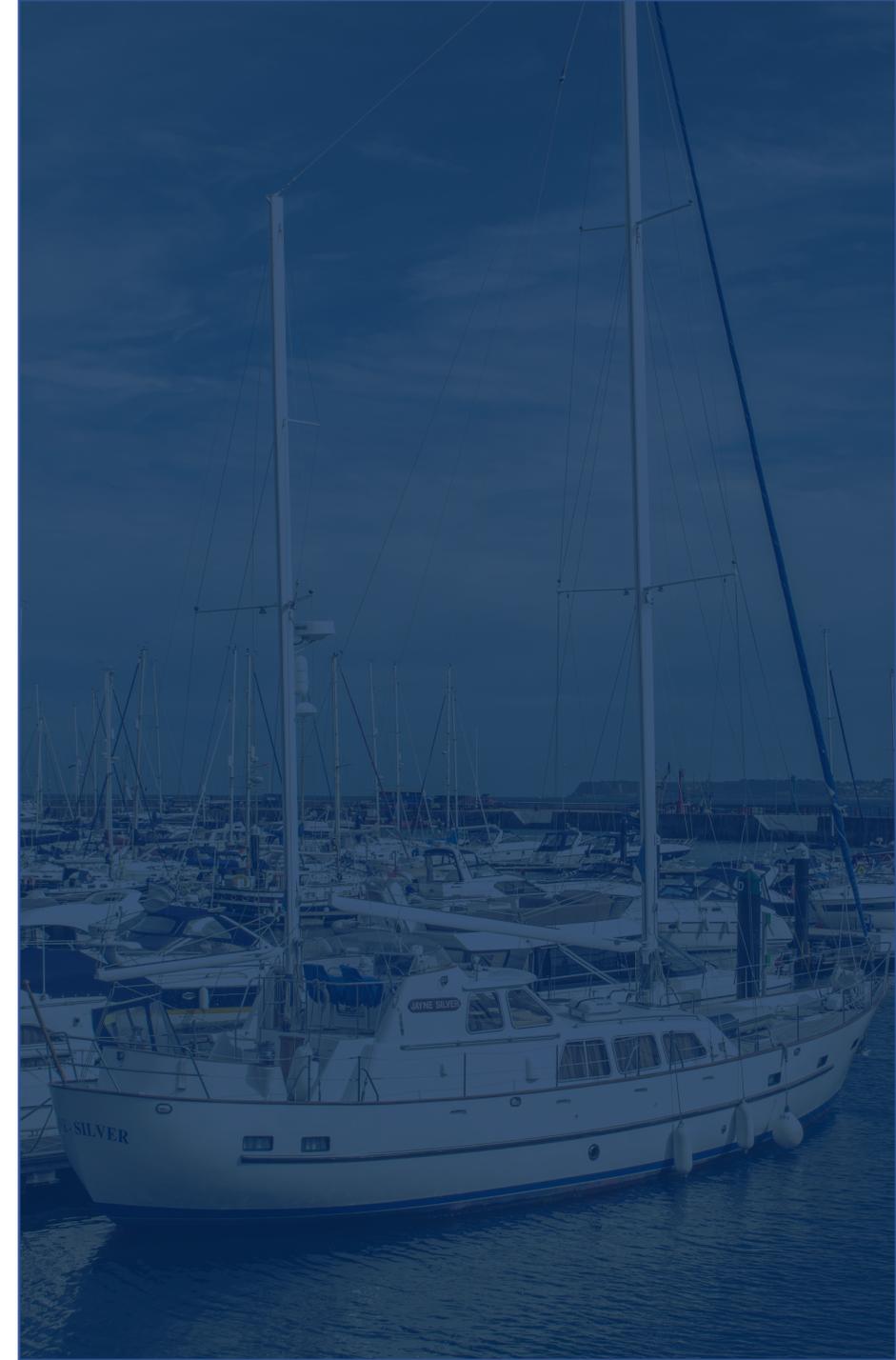
- All systems aboard are connected to a single, agnostic gateway
- This gateway is connected to the user (regardless of where that user is) via the internet (IoT)



The Rise of IoT



- Number of connected devices has doubled since 2015
- 30.73 billion connected devices in 2020, and 75.44 billion by 2025 ([Statista](#))

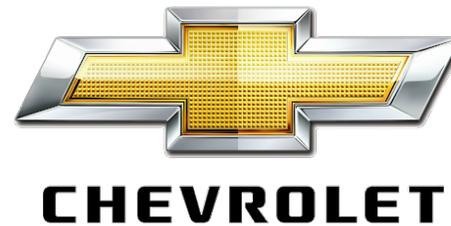


Adoption in Home & Auto

nest™

ring

blink
an amazon company



Who are some of the Stakeholders?

Boat Builders



HINCKLEY YACHTS



Who are some of the Stakeholders?

Propulsion



Electronics
Manufacturers

navico

Raymarine

Digital Switching
Platforms

EmpirBus™



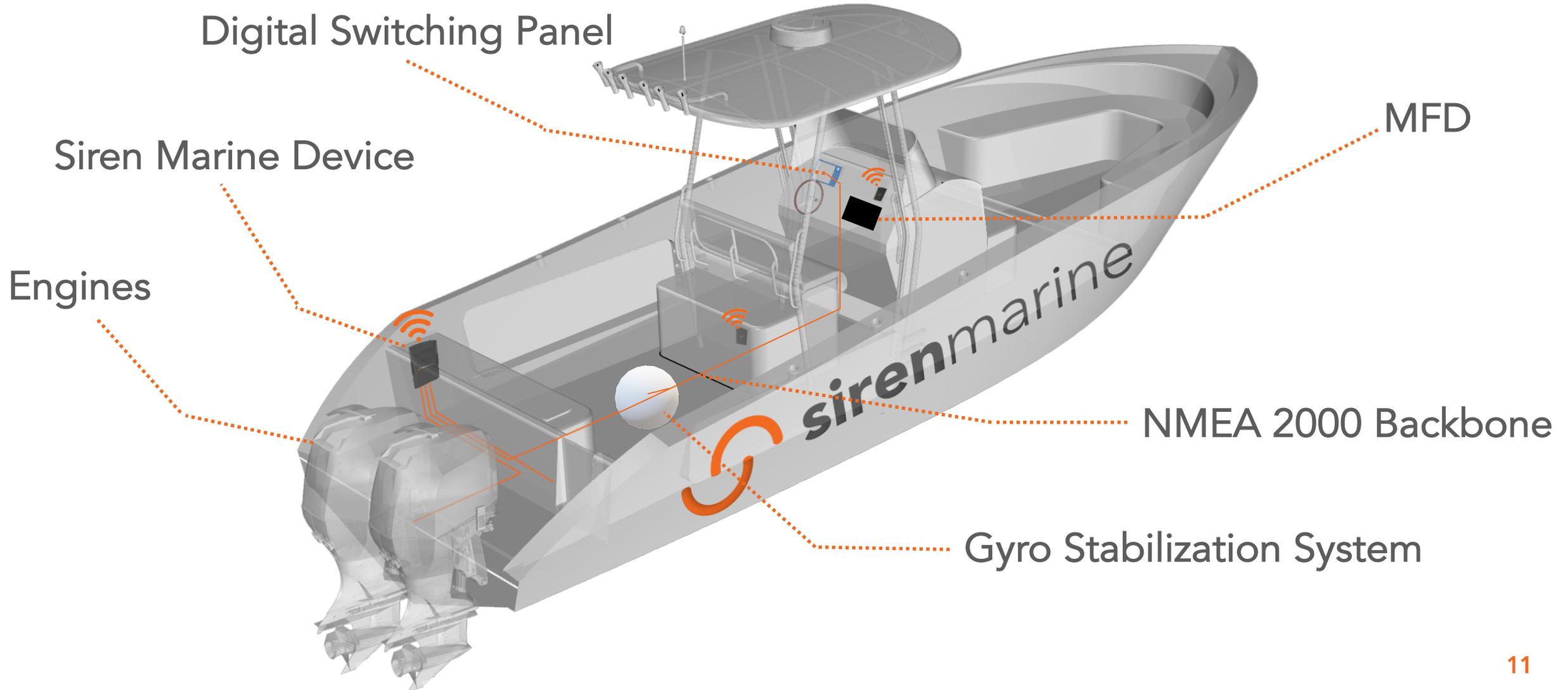
SCHEIBER



How does this work
in practice?



The Connected Boat Platform



Why does this matter to you?

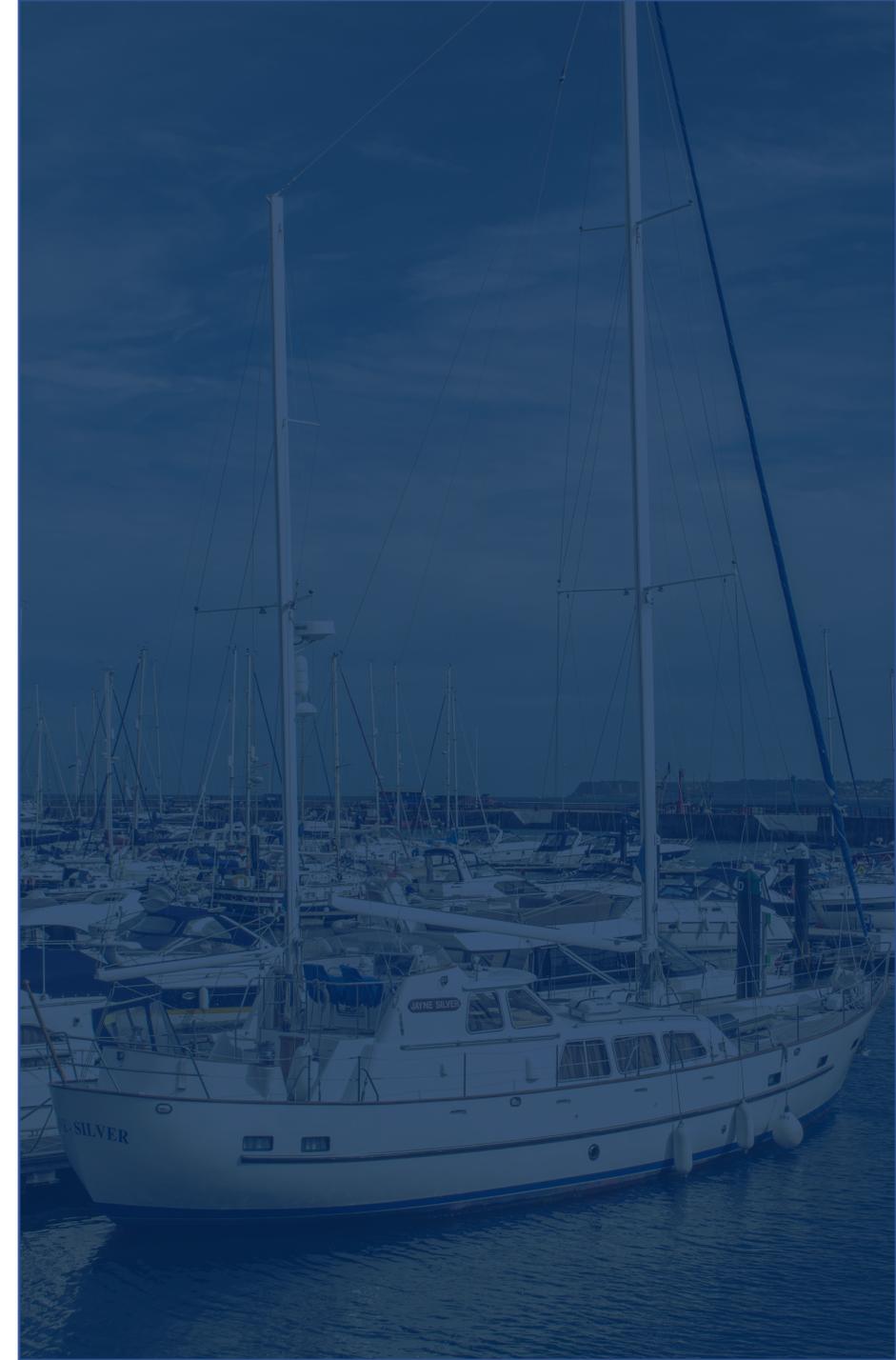
1. Deliver the connected experience that the modern consumer demands
2. Service, parts, warranty, data

Connected Boating Experience

Customers are able to:

- Monitor critical systems such as battery, bilge, shore power, etc.
- Track their boat's location and set a geofence
- Secure their boat against unauthorized entry & theft
- Connect to NMEA 2000 for advanced engine metrics and tank level data
- Remotely control onboard devices and digital switching systems

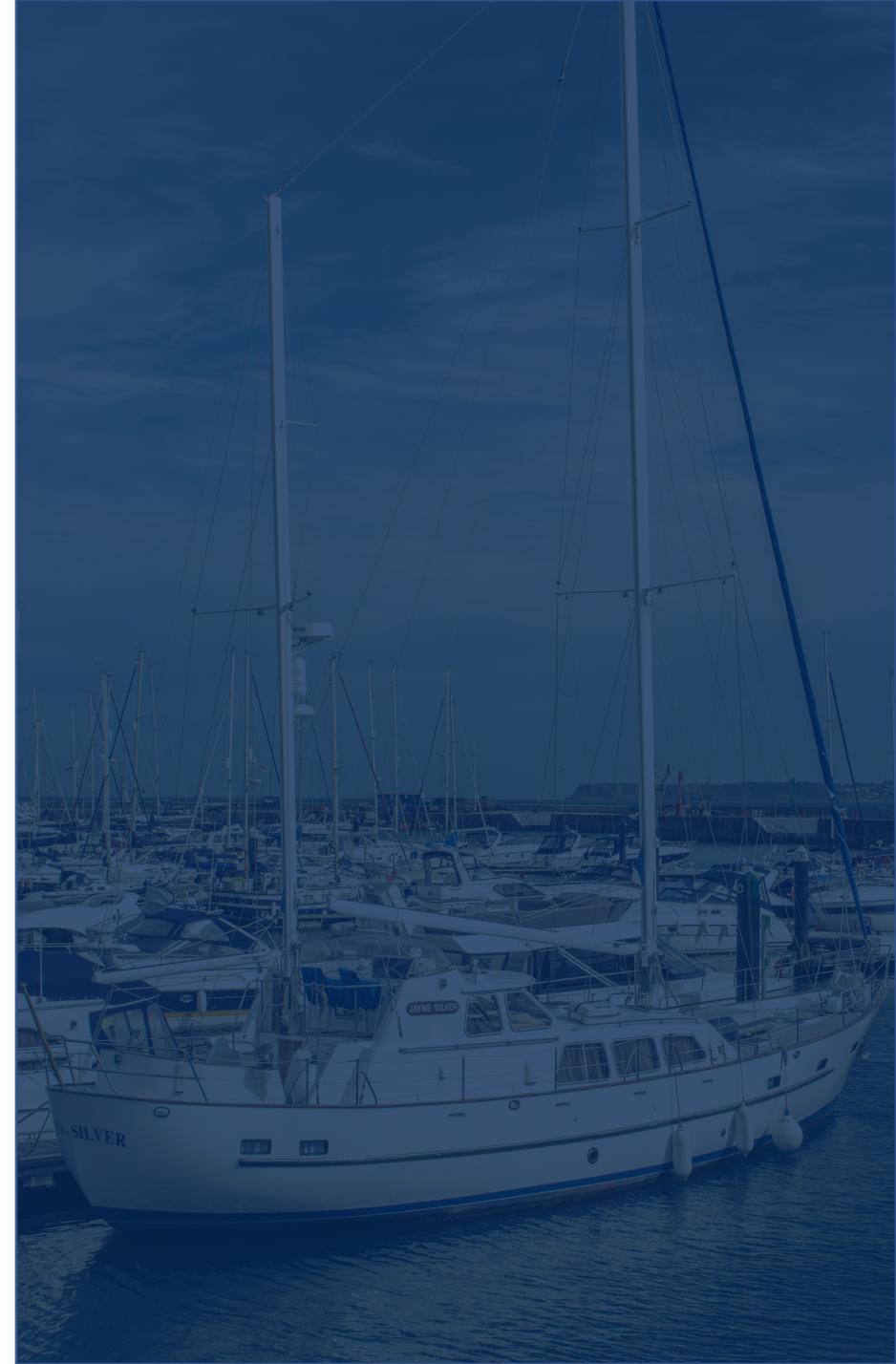
Bottom line: **Peace of Mind**



Enhanced Service Enablement

This results in:

- Valuable insight into how customers' boats are used
- Immediate notifications when serviceable events occur (such as a low battery, engine alert, etc.)
- Connect with customers, recommend service, and schedule service directly through the Siren Marine service portal (powered by Wheelhouse?)
- Increase efficiency, and boost revenue by **XXX%**
- **Warranty mitigation**
- **Access to data**

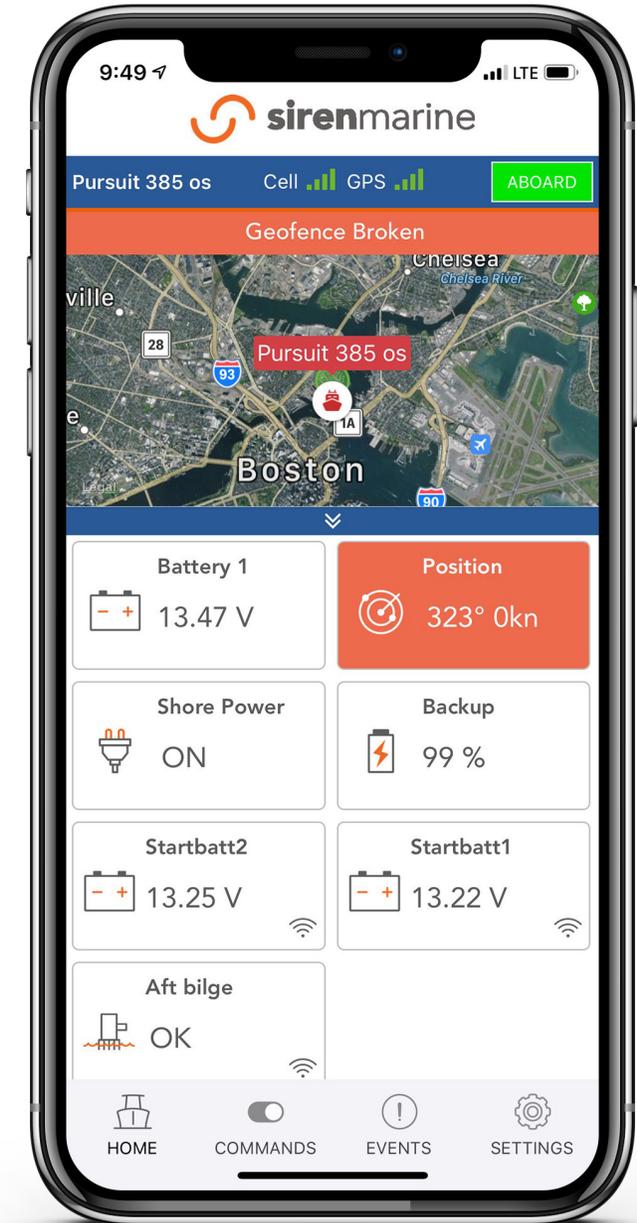


How does Siren Marine integrate **your brand**?

1. Siren Marine **Tile Development** Program
2. Development of Custom **Enterprise Environments**

Tile Development Program

- Custom development of branded, OEM specified tiles within the Siren Marine App
- Display custom metrics
- Connect customers with you support team





Custom Enterprise Environment

- Development of fully customized app for your brand
- Unique UI/UX and data
- Fully integrated hosting

