

PRESS RELEASE SMM SPECIAL

North Invent A/S of Denmark is proud to announce the launch of 3 new, and 1 renewed, LCD marine displays product ranges at the SMM2008 show, to be held in Hamburg on September 24-26th, 2008.

Even though the company was founded only 4 years ago, its more than 55 years of cumulated experience in Marine Monitor Design, allows the company to focus only on marine monitors and react to market needs and segments, with accurateness and efficiency. Indeed, from its very inception North Invent A/S has gathered a very large in-house expertise in mechanical, software and electronics design and production, and had since established very close ties with forefront European and Asian key component suppliers.

“Our ambition is to be known on the market as the most dynamic and reliable, LCD maritime displays provider, with the ultimate goal of becoming the brand number two on the world wide markets”, tells Mr. Finn Carlsen, North Invent’s recently appointed Managing Director. “We see plenty of opportunities when it comes to offering alternative solutions where modularity, reliability, short lead-time, high level of service and support, and fair prices are concerned. From what we can witness, the market is bludgeoning and many of the key players we have met, whether system integrators for new ships equipment or sales and service dealers specialising in retrofitting projects, are welcoming the emergence of innovative companies which can offer alternative thinking, yet time proven, solutions”. “We have already secured an exclusive supplying agreement with one of the major, yet most stringent, integrated bridge supplier in Europe, where our customer decided to team up with our company in further developing and just in time supplying of marine displays for their latest generation of integrated bridges”, adds Mr. Carlsen.

At the SMM2008 Show, North Invent will introduce the following premieres:

- **O’Sean Line, front glass displays** in sizes 15”, 19” and 25.5” Wide Screens.
Those series of TFT LCD displays have been especially conceived to match design and functionality. When appearance matters, high quality dual source pictures have to be smoothly displayed, with consoles withstanding tough maritime environments, the IP67 O’SL monitors provide just the right answer. The display’s size is optimised, simultaneous multiple displays monitoring for technical setting and adjustments are straightforward by way of a remote control, and its modular conception allows for ease of maintenance and shorter leadtime, when needed.
- **Sea Line MK2, ECDIS approved swap monitors** in sizes 19” and 23.1”.
When time comes to proceed to retrofitting of existing vessels, the very nature of the maritime business induces the need for fast, trouble free, time proven, alternative display solutions. Bearing that in mind, the MK2 Sea Line series of monitors have been developed to offer the same overall dimensions and flush mounting fixing features, as the worldwide market leader, while adding to that the same modular conception as traditionally offered by North Invent A/S.
- **Resistive Touch Screen**, in size 21.3” .
The resistive touch technology is time proven and has shown its usefulness in different

North Invent A/S

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segments of the maritime markets, mainly in the control and monitoring rooms. The idea behind North Invent's product is to show that the company can also apply the same modular conception to different displays technologies and interfaces, and as such be perceived as a total marine displays solution provider.

- **Sea Line MK3**, ECDIS approved **rugged displays**, in sizes 15", 19", 21.3" and 23.1". The Sea Line MK3 monitors are a series of rugged TFT LCD displays built following a simple, yet modular approach with plenty of extra features. ECDIS approved, these monitors can be used in conjunction with any Radar, Sea chart, Conning, or other CCTV uses. They come among other things with IP67 protection, a dual AC & DC voltage, offer temper proof true 100:0 dimming potentiometer, DVI-I, VGA, Composite and S-Video inputs, and a unique On Screen Display interface. Furthermore, ECDIS approved accessories are proposed allowing for bracket or flush mounting, with reinforced stands and/or turntables for indoors or open bridges installation. A sealing kit is further proposed for external use.

All those novelties will be on display at North Invent **booth #892, Halle B1.EG**. To add a bit of entertainment, a Prize Draw will be made among North Invent visitors during SMM2008, with a Bang & Olufsen BeoLab 4PC to win!

North Invent can partner with any customers on any OEM, Private Label or Retro-fitting projects, matching with a.o. IEC, MIL-STD, IACS standards.

Contact persons:

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- **Sea Line MK2, ECDIS approved swap monitors** in sizes 19” and 23.1”.
When time comes to proceed to retrofitting of existing vessels, the very nature of the maritime business induces the need for fast, trouble free, time proven, alternative display solutions. Bearing that in mind, the MK2 Sea Line series of monitors have been developed to offer the same overall dimensions and flush mounting fixing features, as the worldwide market leader, while adding to that the same modular conception as traditionally offered by North Invent A/S.
- **Resistive Touch Screen**, in size 21.3” .
The resistive touch technology is time proven and has shown its usefulness in different

segments of the maritime markets, mainly in the control and monitoring rooms. The idea behind North Invent's product is to show that the company can also apply the same modular conception to different displays technologies and interfaces, and as such be perceived as a total marine displays solution provider.

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PRESS RELEASE SMM SPECIAL – NEW PRODUCT RANGES



ECDIS approved Sea Line Mk3



O'Sean Line Front Glass Monitors















Sea Line MK2 Swap Monitors



Touch'Screen 21.3'' Monitor

CD Contents:

-  Datasheets as pdf files
-  High Definition pictures
-  PR as pdf files
-  Corporate brochure A5 light
-  Corporate NI september 2008 GB light
-  Mr Finn Carlsen
-  Mr Laurent Dorey
-  PR SMM2008 All new products
-  PR SMM2008 OSL products
-  PR SMM2008 Sea Line MK2 products
-  PR SMM2008 Sea Line MK3 products
-  PR SMM2008 Touch Screen products

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Booth :



September 23 - 26, 2008
Booth #892, halle B1.EG

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North Invent A/S of Denmark is proud to announce the sales release of a new range of LCD marine displays, its "O' Sean Line Monitor" product line, at the SMM2008 show, to be held in Hamburg on September 24-26th, 2008.

Even though the company was founded only 4 years ago, its more than 55 years of cumulated experience in Marine Monitor Design, allows the company to focus only on marine monitor and react to market needs and segments, with accurateness and efficiency. Indeed, from its very inception North Invent A/S has gathered a very large in-house expertise in mechanical, software and electronics design and production, and had since established very close ties with forefront European and Asian key component suppliers.

"Our ambition is to be known on the market as the most dynamic and reliable, LCD maritime displays provider, with the ultimate goal of becoming the brand number two on the world wide markets", tells Mr. Finn Carlsen, North Invent's recently appointed Managing Director. "We see plenty of opportunities when it comes to offering alternative solutions where modularity, reliability, short lead-time, high level of service and support, and fair prices are concerned. From what we can witness, the market is bludgeoning and many of the key players we have met, whether system integrators for new ships equipment or sales and service dealers specialising in retrofitting projects, are welcoming the emergence of innovative companies which can offer alternative thinking, yet time proven, solutions", adds Mr. Carlsen.

At the SMM2008 Show, North Invent will introduce the following new product line:

- **O'Sean Line, front glass displays** in sizes 15", 19" and 25.5" Wide Screens.
Those series of TFT LCD displays have been especially conceived to match design and functionality. When appearance matters, high quality dual source pictures have to be smoothly displayed, with consoles withstanding tough maritime environments, the IP67 O'SL monitors provide just the right answer.
The display's size is optimised, simultaneous multiple displays monitoring for technical setting and adjustments are straightforward by way of a remote control, and its modular conception allows for ease of maintenance and shorter leadtime, when needed.
Designed to comply with ECDIS approvals and specifications, these monitors are first intended to match with the requirements of the Super Yacht market segment.

O' Sean Line front glass displays will be on display at North Invent **booth #892, Halle B1.EG**. To add a bit of entertainment, a Prize Draw will be made among North Invent visitors during SMM2008, with a Bang & Olufsen BeoLab 4PC to win!.

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PRESS RELEASE SMM SPECIAL

North Invent A/S of Denmark is proud to announce the sales release of a renewed range of LCD marine displays, its "Sea Line MK3 Monitor" product line at the SMM2008 show, to be held in Hamburg on September 24-26th, 2008.

Even though the company was founded only 4 years ago, its more than 55 years of cumulated experience in Marine Monitor Design, allows the company to focus only on marine monitor and react to market needs and segments, with accurateness and efficiency. Indeed, from its very inception North Invent A/S has gathered a very large in-house expertise in mechanical, software and electronics design and production, and had since established very close ties with forefront European and Asian key component suppliers.

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At the SMM2008 Show, North Invent will introduce the following renewed product line:

- **Sea Line MK3**, ECDIS approved **rugged displays**, in sizes 15", 19", 21.3" and 23.1".
Previously known on the market as Sea Line MK1 monitors, the Sea Line MK3 monitors are a series of rugged TFT LCD displays built following a simple, yet modular approach with plenty of extra features. Based on past experience, the monitors are today ECDIS approved, and can be used in conjunction with any Radar, Sea chart, Conning, or other CCTV uses.
They come among other things with IP67 protection, a dual AC & DC voltage, offer temper proof true 100:0 dimming potentiometer, DVI-I, VGA, Composite and S-Video inputs, and a unique On Screen Display interface.
Furthermore, ECDIS approved accessories are proposed allowing for bracket or flush mounting, with reinforced stands and/or turntables for indoors or open bridges installation. A sealing kit is further proposed for external use.

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PRESS RELEASE SMM SPECIAL

North Invent A/S of Denmark is proud to announce the sales release of a new range of LCD marine displays, its "Sea Line MK2 Swap Monitor" product line, at the SMM2008 show, to be held in Hamburg on September 24-26th, 2008.

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At the SMM2008 Show, North Invent will introduce the following new product line:

- **Sea Line MK2**, ECDIS approved **swap monitors** in sizes 19" and 23.1".
When time comes to proceed to retrofitting of existing vessels, the very nature of the maritime business induces the need for fast, trouble free, time proven, alternative display solutions.
Bearing that in mind, the MK2 Sea Line series of monitors have been developed to offer the same overall dimensions and flush mounting fixing features, as the worldwide market leader, while adding to that the same modular conception as traditionally offered by North Invent A/S.

Sea Line MK2 displays will be on display at North Invent **booth #892, Halle B1.EG**. To add a bit of entertainment, a Prize Draw will be made among North Invent visitors during SMM2008, with a Bang & Olufsen BeoLab 4PC to win!.

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PRESS RELEASE SMM SPECIAL

North Invent A/S of Denmark is proud to announce the market release of a new 21.3" LCD marine Resistive Touch Screen, at the SMM2008 show, to be held in Hamburg on September 24-26th, 2008. Even though the company was founded only 4 years ago, its more than 55 years of cumulated experience in Marine Monitor Design, allows the company to focus only on marine monitors and react to market needs and segments, with accurateness and efficiency. Indeed, from its very inception North Invent A/S has gathered a very large in-house expertise in mechanical, software and electronics design and production, and had since established very close ties with forefront European and Asian key component suppliers.

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At the SMM2008 Show, North Invent will introduce the following new product line:

- Resistive **Touch Screen**, in size 21.3" .
The resistive touch technology is time proven and has shown its usefulness in different segments of the maritime markets, mainly in the control and monitoring rooms. The idea behind North Invent's product is to show that the company can also apply the same modular conception to different displays technologies and interfaces, and as such be perceived as a total marine displays solution provider.

Resistive Touch Screen displays will be on display at North Invent **booth #892, Halle B1.EG**. To add a bit of entertainment, a Prize Draw will be made among North Invent visitors during SMM2008, with a Bang & Olufsen BeoLab 4PC to win!.

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