

The ExxonMobil Award for Innovation and Entrepreneurship

# EchoPilot Marine Electronics Ltd.

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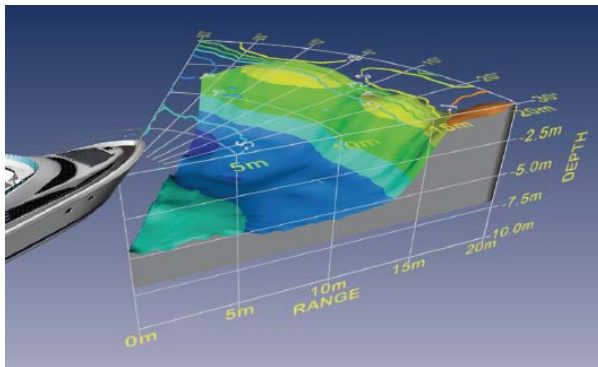
**Website:** www.echopilot.com

Based in Ringwood, EchoPilot design and manufacture a range of marine instruments for a range of boat owners.



The company speciality lies in forward looking sonar equipment and recently has developed a 3D forward looking sonar system. This instrument displays a 3 dimensional view of the seabed up to 200 metres ahead of the boat in full colour and in real time. The instrument is compact enough to fit in medium sized vessels. The nearest competitor to this product available in the USA and is much larger and 20 times the price.

The prime reason for marine related insurance claims is impact with underwater obstructions or floating objects. Therefore the value of 3D in enhancing safety on the water is clear.



One of the advantages of the 3D sonar system is that it covers a wider angle than traditional sonar (60 degrees rather than 15 degrees). This clearly provides significantly more data to the user but this in itself has been one of the challenges facing the development team. The processing demands of this system mean that only recently has it become feasible.

The development of the 3D system has allowed EchoPilot to increase turnover significantly over the past year. The company's export market is global and further growth in the company is forecast for the coming year from the product's early success. The next phase of product development is already underway signalling company growth for many years to come.

