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SAVVY NAVVY LAUNCHES NEXT GENERATION BOATING NAVIGATION APP

Often referred to as ‘Google maps for boats’ – the navigation app kicks off this year’s boating season by rolling out savvy navvy V2.

FOR IMMEDIATE RELEASE — Marine technology company, savvy navvy, rolls out the next generation of its all-in-one navigation app with enhanced reliability, greater speed, and a smoother user experience than ever before, alongside some slick feature upgrades. New and existing users in more than 100 countries across the globe can now access savvy navvy V2.

By integrating ongoing feedback from boating and watersports users, the savvy navvy team has created and improved the following key features:

- **Navigation mode:** The new handy *Start* button takes users to a new navigation mode that automatically records their track and saves it in the *Saved* section. This new travel mode is dynamic and adapts to users’ actual course and position by instantly replotting the route and updating the ETA if they deviate. It gives easy access to information like Course Over Ground (COG), speed, elapsed time, and distance, as well as a shortcut to the weather forecast. If users planned a route, savvy navvy will show them the corresponding Course To Steer (CTS), upcoming maneuvers, and ETA. One can even choose between a 3-D view with the heading up or stick to the classic 2-D view with North up.
- **Anchor Alarm Upgrade:** The *anchor alarm* has had a serious makeover, and users now have full control over the swing zone right on the savvy chart™. They set the simple circle shape or choose a sector for special conditions with ease. If they drift outside the ‘safe area’ they’ve defined, savvy navvy will let you know with a loud alarm.
- **Clouds and Rain Overlay:** Users can stay one step ahead of the weather with savvy navvy’s new *clouds and rain overlay* feature by zooming out for a broader view of cloud coverage and precipitation intensity.
- **Wind Gust:** It’s now easier to see what the weather will truly be like with the addition of *wind gusts* with an easy-to-view graph within the weather section of the app. Users can view the changing graph colors and heights to read gust strengths throughout the day.

“Our core philosophy of being smart and savvy is to go beyond just mapping and navigation and solving real user problems. We are excited to release our new and improved app, which not only improves some speed and performance issues by integrating native technologies, but also gives users unique cutting-edge functionalities, making boating simpler and safer for everyone,” says Jelte Liebrand, CEO and Founder of savvy navvy. “We recently passed one million app downloads, but continue to develop and are already focussing on next steps - shortly adding more long-awaited features such as AIS and much more.”

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User feedback on savvy navy V2 is already appearing in the app store:

“Simple and intuitive to use, a very simple navigation app that does a better job than some of the expensive chart plotters.”

“The perfect app for leisure sailors whether you stay close to home or venture further afield.”

In addition to the V2 generation upgrades, savvy navy continues to expand in the United States market. Earlier this year, savvy navy partnered with industry-renowned Waterway Guide, giving U.S. boaters an enhanced user experience, integrating comprehensive marina details, and user reviews into the navigation app, to better plan their journeys.

To find out more or download the next generation savvy navy app visit <https://www.savvy-navvy.com/v2>. Available on Android, IOS, PC and Mac, savvy navy can be used on multiple devices simultaneously, and is available in both free and “premium” options with enhanced access and functionalities for just \$99/year.

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ABOUT SAVVY NAVVY

Simplifying boating technology has always been the aim of savvy navy, founded by lifelong sailor and ex Googler Jelte Liebrand. He was baffled at the amount of data sources you needed to get a clear picture of where you were, what the tide was doing, what weather to expect, how to plot your course to steer and how to find a good anchorage or marina and then how to share your plans with your buddies and family. He focused on tech that is already in the hands of most boaters. So, turning a phone or tablet into your boating buddy seemed like an obvious next step. In less than five years, savvy navy has attracted global users from all over the world all using the app to help their experience on the water. As part of savvy navy’s continuous growth, they have expanded to support kayakers, jet-skiers and paddle boarders with simplified navigation. Today savvy navy is available on Android, IOS, PC and Mac and can be used on an unlimited number of devices simultaneously. Find out more on www.savvy-navvy.com

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