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MAZU ANNOUNCES ALL-NEW USER INTERFACE AND ENHANCED FUNCTIONALITY FOR RAYMARINE AXIOM

*Update Includes New Look and Powerful
Sport Fishing Features, including ROFFS™ integration*

Reston, Va. – mazu, a leading marine technology and satellite communications brand, announced today the addition of powerful new functionality to its app available on Raymarine Axiom multifunction displays (MFD) through Lighthouse Apps.

For the first time ever, Raymarine Axiom users who have mazu's m2500 satellite system on board can view ROFFS™ (Roffer's Ocean Fishing Forecasting Service) fishing forecast hot spots using the mazu app on the MFD. Users also get offshore access to the most up-to-date sea state data including sea surface temperature (SST), chlorophyll, altimetry and currents. In addition to these features, the mazu app on Raymarine Axiom has a new, streamlined user interface, offering a better user experience and a more modern look.

ROFFS provides a variety of the high-resolution satellite-derived fishing oceanographic analyses that are customized for local, recreational and tournament anglers. These analyses are specialized for pelagic fish like tuna, marlin, wahoo, dolphin, sailfish, swordfish, spearfish, shark, kingfish and bluefish. ROFFS professional oceanographers analyze multiple real-time oceanographic datasets including but not limited to; ocean currents, SST, clarity, ocean color/chlorophyll, plankton, frontal boundaries, species habitat of targeted fish, and bottom structure to guide users to the most productive waters for a successful fishing trip. This data is integrated into hot spot locations detailed on an oceanographic map and a comprehensive text description that is easy to understand and use.

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“Regardless of platform we constantly try to offer the most powerful and useful features to all of our users,” said Craig Myers, director of product management, mazu. “With the recent integration of our mazu app and Raymarine MFDs, and building on our partnership with ROFFS, Axiom users can now access vital details and features that no other service provides. We look forward to developing this technology and continuing to build the most user-friendly and affordable navigation and fishing apps and satellite hardware available.”

“We are thrilled Raymarine Axiom customers can now access mazu’s satellite communications and fishing intelligence,” said Gregoire Outters, general manager and vice president of FLIR Maritime. “Our Axiom family is already a powerful tool for fishing, and the addition of mazu with ROFFS fishing data gives our customers another tactical advantage when fishing offshore.”

“We are always looking for new ways to create a better experience for our clients,” said Matthew Upton, president and owner, ROFFS. “Expanding the availability of ROFFS satellite-derived fishing oceanographic analyses through mazu on Raymarine Axiom is a perfect next-step and we want to improve on our product’s accessibility in the future.”

To get access to these new features while offshore, users just need to update the software on their mazu m2500 satellite system. More details on how to update are available at <http://mseries.online/>

For information about mazu, please visit www.mazu-marine.com/sportfishing

For more information about ROFFS please visit www.roffs.com

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About mazu/SkyMate:

Based in Reston, Virginia mazu/SkyMate is a technology company that specializes in using advanced engineering to simplify satellite communications. They have developed proprietary software that allows for sophisticated satellite signal compression that maximizes data transfer while keeping air time costs down. The user interface of the mazu system allows all types of customers to access the communication tools and information they need easily and effectively. www.mazu-marine.com



For hi-res images, as well as additional editorial requests, please contact:

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