

## Press release

### **Datema appointed as IC-ENC Value Added Reseller**

Date: 18 December 2009

Electronic Chart Distributor Datema of the Netherlands is proud to announce that it has been appointed as IC-ENC Value Added reseller (VAR) in November 2009. Datema is a leading distributor in the upcoming market for Electronic Nautical Charts (ENCs). Datema has recently launched an innovative ENC-licensing service called ENCTrack whereby the vessels' ENC licence is automatically determined by a tracking system. Datema also operates a 24/7 automated licensing system called ENC-Online.

*Datema Director Willem Amels:*

"We are very pleased to make this step. It is proof of our technical competence and our commitment to making innovative solutions for the distribution of ENCs. The appointment as VAR means that we will have a closer relation to the producing hydrographic offices, which will help to introduce new innovative solutions like ENCTrack. IC-ENC plays a central role in ensuring that ENC data quality standards and distribution policies are made consistent across hydrographic organisations, which in turn is essential to the delivery of consistent, high quality, integrated services."

One of the first services, which will be offered from early 2010, will be a slightly modified version of the ENCTrack service whereby the IC-ENC and PRIMAR ENCs will be offered for a fixed price. This means that for the first time the expense of electronic charts can be accurately budgeted, and the user is able to use all available charts without having to economise. This new service will mean a major boost in safety, as all visible charts can be updated without exception and all charts within a certain area are immediately accessible without additional costs.

Following the launch of the ENCTrack fixed price option, Datema plans to re-launch the original concept of ENCTrack whereby a user only pays for the charts that they really use. However this re-launch is dependent on achieving closer alignment in the distribution policies of the two RENCs in the course of 2010.

Further information can be found on [www.ic-enc.org](http://www.ic-enc.org) and [www.enctrack.com](http://www.enctrack.com)

*Background:*

Datema is a privately owned company based in Delfzijl and Rotterdam in the Netherlands. Datema has approximately 50 employees, and was established in 1955. Datema's main business is marine safety equipment and the supply of nautical data solutions. Datema's award winning ENCTrack service was recently suspended after launch because of a debate on licensing policy. More information on [www.datema.nl](http://www.datema.nl)

The International centre for ENCs (IC-ENC) is an association of national hydrographic organisations, working together to harmonise the production and distribution of high quality official electronic charts. The common goal is to promote safer navigation at sea.

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