



FOR IMMEDIATE RELEASE

New Subscription Plan for Wireless Wind Instrument

Lifetime Warranty, Low Price, Always Have Newest Model

January 13th, 2020: SailTimer makes innovative navigation technology, and is pleased to announce an equally-innovative subscription plan. Traditionally marine electronics have been very expensive, costing hundreds or thousands of dollars. But now you can get the most advanced Wind Instrument with a unique lifetime warranty and low monthly subscription of \$24.99.

All sailors need wind information. SailTimer Inc. made the first-ever masthead anemometer that could transmit to smartphones. The patented blades on the SailTimer wind cups are designed for sailboats. Other types of cup, ultrasonic and propeller anemometers were actually designed to be used upright on buildings, and lose accuracy when sailing along heeled over. The Wind Instrument RB™ is the newest model, for boats of all sizes.

When polling in the SailTimer newsletter recently about possible interest in low-cost subscriptions, the response from sailors worldwide was far stronger than expected. This pent-up demand seems to be because of the traditional costs of masthead anemometers, plus the cost and time for installing wiring down the mast and through the cabin, and the cost of a GPS chartplotter or multi-function display. The wireless, solar-powered Wind Instrument RB™ can work with NMEA devices, but also works with lots of great low-cost apps on the phone/tablet you already have.

The Wind Instrument RB™ has sophisticated electronics with a digital compass, Bluetooth and renewable solar power. But what if you could get it for a low monthly fee? SailTimer has chartplotter and wind gauge apps on Android and iOS with innovative features like an audio interface (no screen required), and easy display of optimal tack headings. The FREE SailTimer chartplotter app on Android and iOS (SailTimerApp.com) supports Navionics charts worldwide, and is the only product that assesses tacking distances to determine optimal tack headings. And now there is a low-cost solution for the Wind Instrument too...

No big up-front cost. And with this monthly rental plan you also get:

- Lifetime warranty coverage for as long as the plan is active. That's a first!
- If a new model comes out, you can upgrade to the newest model for another 24 months at no extra cost. Always have the newest model.
- After 24 months you can turn the subscription off/on whenever you want (e.g. for the off-season).

For more information about features of the wireless, solar-powered SailTimer Wind Instrument RB™ visit SailTimerWind.com. The direct link to the subscribe/shopping cart page is wi-rb.com/product/rb

Media enquiries: info@SailTimerInc.com

About SailTimer Inc.

SailTimer Inc. is a privately-held manufacturer with R&D and manufacturing facilities in New Jersey, Asia and Halifax, Nova Scotia, Canada. It was founded in 2005 to solve the Sailor's Dilemma: how find the best tacking angles to get to a waypoint, a problem that has defied seafarers for centuries. Should you point higher upwind to reduce the distance, or head off the wind more to increase speed? Common parameters on GPS devices such as ETA and VMG do not work correctly for sailboats. ETA assumes that the boat travels on a straight line to the destination, which is obviously false for sailboats. Fifteen years later, we still make the only products that use tacking distances when determining optimal tack headings. SailTimer also pioneered polar plot learning, to collect boat speeds on all points of sail -- transforming the use of polar plots from theoretical targets (from before GPS and computers), to actual data for calculating optimal tack headings and arrival times. The SailTimer brand is focused on more affordable technology with advanced features that are easy to use. As smartphones and tablets became ubiquitous worldwide, in 2011-2012 the company made the first masthead anemometer that could transmit to mobile devices, to allow apps to update wind gauge and tacking displays automatically as the wind changed.

Full corporate background: <https://wi-rb.com/about/>