

Battlecard: ME SENSE Yacht-Monitoring

Overview

ME SENSE is a maine IoT system that provides sensor data from board to an absent skipper. The sensor values are displayed in an App. If an alert value is exceeded, the skipper gets an alert message instantly on his mobile device.

Product Information

Easy boat surveillance in winter storage, mooring and in marina berth. The used technologies are Bluetooth LE, WLAN and LTE. Cloud server is located in Germany. Devices are produced in Germany.

FAQs

- Is my data safe?
- Yes, password protection/encryption
- Can I move the system to another boat?
- Yes, but be sure to update your data
- Where do I get help?
- By phone at Weatherdock helpdesk

Customer Expectations

- High reliability => WD proven quality
- Easy handling => self explaining installation and operation
- Customization => variable quantity and type of sensors
- Safety => encrypted secure IoT standards

Potential Landmines

- Competition has longer battery time:**
- Value of 12 month is for 10min cycling.
- Competition updates every hour or more**
- Competition has camera surveillance:**
- ME SENSE is designed for long and cost effiiient surveillance, low data rate

Service & Support

- Maintenance: Battery change (12 months)
- Service: Hotline at Weatherdock in Germany
- Functionalities can be upgraded
- Updates via app

Competitive Differentiator

- Easy upgrade of functionalities / sensors
- All hardware/software/app from one manufacturer
- Scalable system, maximum flexibility
- Made in Germany
- Compliant to 95/46/ec data protection directive (in Germany: DSGVO)

Customer Pains

- System cost: economical, no frills
- Oeration cost: up to 2 sensors: no; more sensors €29,99 per year
- Installation: quick and easy by scanning QR code in App

