Genesis Blue-scale Contours

Jul 18, 2017 10:00 BST

C-MAP: C-MAP and Fishbrain Partner to Integrate Maps and App

C-MAP, the leading supplier of digital marine cartography and cloud-based mapping solutions, and Fishbrain, the world's largest angler-focused app and social network, announced today a new partnership to share resources across their platforms. Genesis Edge subscribers will have immediate access to tens of thousands of public Fishbrain catch locations on C-MAP Genesis charts online and Fishbrain Premium subscribers will be able to view waypoints and their GPS position overlaid on C-MAP Genesis maps on their smartphone.

Genesis Edge is a premium upgrade to the free marine-mapping service C-MAP Genesis (formerly known as Insight Genesis). Fishbrain Premium, an upgrade to the free app, provides anglers with additional tools and insights designed to help them catch more and bigger fish.

"Anglers choose C-MAP to get the most accurate mapping available, but there is a rapidly growing need for an all-inclusive mobile-app solution for the fishing segment," said Greg Konig, global head of product, C-MAP. "We are excited to partner with Fishbrain to give them an added layer of fishing intelligence and the most comprehensive set of tools available."

"This new integration will take Fishbrain and C-MAP users' experience to the next level with the most accurate and detailed information on the places they fish," said Johan Attby, CEO, Fishbrain. "By putting C-MAP's high-detail charts into our anglers' hands, we are furthering our commitment to make fishing more enjoyable and outings more productive than ever before."

C-MAP Genesis crowdsources sonar data from an ever-growing community of anglers and boaters into Social Map, an online database of free downloadable charts for bodies of water around the world. After contributing almost 4 million acres to Social Map in 2014, the community has increased contributions each year by more 60 percent, on average. C-MAP's premium Genesis Edge service offers even more aggregating depth, bottom hardness and submerged vegetation data to give anglers detailed layouts of fish habitats.

Integrating Fishbrain catch locations into C-MAP Genesis charts will help anglers identify why fish were caught where they were, and use that intel to catch more and bigger fish in those locations and others like them. When you can see dozens, to hundreds, of catch-location waypoints overlaid on a C-MAP Genesis chart's one-foot contours, bottom-hardness layer and submerged-vegetation layer, it's easy to identify what depths, structure and cover fish prefer in any given body of water and then apply that pattern to catch more fish throughout the rest of the body of water.

Fishbrain helps anglers find hot new fishing spots and see what other people are catching, where and with what bait. Additional features include fish-species recognition, forecasts and bait recommendations. Embedding C-MAP Genesis contour charts into the app makes it even more valuable to anglers on the water, as it shows not only the depth at their current GPS position, but

also their proximity to fish-holding bottom structure like humps and holes, drop-offs and ditches, break-lines and inside turns.

Users can subscribe to the new Genesis Edge service at genesismaps.com.

Fishbrain can be downloaded from the App Store or the Google Play Store™.

Ends

For further information, please contact:

Emanuela Ferina

Global Marketing Manager, C-MAP

+39 0585 794810

emanuela.ferina@c-map.com

About C-MAP:

C-MAP offers the world's largest marine navigation digital chart database helping its customers explore the digital options and address the complexity of marine operations by providing integrated, intelligent information. C-MAP covers the world with accurate, up-to-date electronic charts, value-added data and services that let you sail safely to distant horizons, fill the boat with fish, or cruise with confidence. C-MAP cartography is compatible with the latest navigation systems offered by the world's top Marine Electronics manufacturers. For more information, please visit www.c-map.com.

The C-MAP group of companies, owned by Digital Marine Solutions Holding AS (DMS), is located in 9 countries. DMS is owned by Altor Private Equity and investment Bank Goldman Sachs. The group is trading its products under the C-MAP brand.

About Fishbrain

Fishbrain is the most popular mobile app and social network for fishing, connecting everyone from beginner to pro anglers with the tools and insights to fully enjoy the world's most popular hobby while catching more and bigger fish. With the ability to post photos and videos, log catches, share experiences with an engaging community, and watch tips and tricks from pro ambassadors like Roland Martin, Jimmy Houston, Mike "Ike" Iaconelli, April Vokey and Robert Field, Fishbrain is not only fueling inspiration, but helping its more than 3 million users across the globe have more fun by fishing smarter, not harder.

For more information, go to www.fishbrain.com