



Genesis Edge Vegetation Layer

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C-MAP: C-MAP Unveils Genesis Edge Premium Custom Mapping Service

C-MAP, the leading supplier of digital marine cartography and cloud-based mapping solutions, announced today the launch of Genesis Edge, a premium upgrade to the free marine-mapping service C-MAP Genesis (formerly known as Insight Genesis). The free version of C-MAP Genesis includes downloads of community-sourced digital Social Map charts, the ability to add personally mapped areas to Social Map, and custom-colour depth shading. Genesis Edge offers even more game-changing functionality for recreational and tournament anglers. Its key features include an option to keep personally mapped areas private and the creation of bottom-hardness and submerged-

vegetation map layers.

Bottom Hardness Layer

With a Genesis Edge bottom-hardness map, anglers can easily target the most-productive, hard-bottom portions of classic spot-on-the-spot areas of offshore structure like ledges, sunken islands, saddles and more. Overlaid onto contour lines, the maps provide a colour-coded representation of the size, shape and location of areas of different bottom hardness: dark orange areas show the hardest bottom; a lighter orange indicates the next-hardest bottom; tan is the next-hardest bottom; and pale yellow shows the softest-bottom areas.

Submerged Vegetation Layer

Big fish ambush baitfish in submerged vegetation. In most weather and water conditions, submerged vegetation is not visible to the naked eye, forcing anglers to go searching for it. Genesis Edge's vegetation layer displays fish-holding holes in vast grass flats, depicts fish-populated points and inside-turns on deep weedlines, and more. Atop a blue-scaled contour map, it places bright-green overlays the size and shape of areas of submerged vegetation, making it as easy to see the best places to cast.

"We are very excited to deliver powerful information-based products and services to our customers," said Greg Konig, head of product, C-MAP. "C-MAP is a brand that anglers trust to give them highly detailed and accurate cartography. With the addition of Genesis Edge to our offerings, we hope to make it easier to catch more and bigger fish."

Users can subscribe to the new Genesis Edge service at genesismaps.com. To take advantage of the service, anglers record and upload sonar data from a compatible* fish-finder/GPS unit and to C-MAP Genesis. A custom map will then be available to download for use on the water.

**C-MAP Genesis maps can be created with and displayed on most modern Lowrance, Simrad and B&G sonar/GPS units. Compatibility with other marine-electronics manufacturers' products is coming soon.*

Ends

For further information, please contact:

Emanuela Ferina

Global Marketing Manager, C-MAP

+39 0585 794810

emanuela.ferina@c-map.com

About C-MAP Genesis

C-MAP Genesis is a mapping program that empowers anglers to create custom, high-definition fishing maps from sonar data recorded with a compatible* sonar/GPS unit on their own boat. www.genesismaps.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.