



EQUIPPING NEW ZEALANDERS, AND NOW  
THE WORLD, WITH THE BEST MARINE  
ELECTRONICS SINCE 1945

**COMPANY  
PROFILE**



## 75 YEARS

With 75 years history as the leading Marine Electronics provider in New Zealand, you can be sure you have come to right place when choosing ENL.

# CONTENTS

- 3 ABOUT US
- 4 BACKGROUND
- 5 APPLICATIONS
- 6 SYSTEMS INTEGRATION
- 7 RESEARCH AND DEVELOPMENT
- 8 INNOVATION
- 9 SHOWROOMS

## ABOUT US

Whether you want to find fish, map the seabed, seek a safe harbour when a storm is on the rise, or ensure your fishing fleet comes home with that critical catch, you can trust ENL to deliver.

Since 1945, ENL has been a major player in the NZ marine industry. With almost 60 years as a partner of FURUNO Japan, and now a subsidiary, our goal has always been to provide Kiwis with the gear they need to do the things they want when they're out on the water. Now, with breakthrough products like WASSP Multibeam Sounder, we're bringing ENL innovation and technology to the world.

After decades of R&D investment, ENL's WASSP™ Multibeam sonar is now exported to over 32 countries from New Zealand. In the commercial fishing sector WASSP™ has the number one market in the world.



# COMPANY VISION

“The world class marine electronics solutions provider and WASSP Multi-beam Sonar centre of excellence”





# ELECTRONIC NAVIGATION LTD

## YOU CAN TRUST ENL TO DELIVER

Founded in 1945, Electronic Navigation is a privately owned business with 75 years experience within the New Zealand Marine industry.

The company's head office is located in Auckland's North Shore, and Sales Hub in the marine district of Westhaven while it also has a branch in Nelson that services the southern ocean fishing industry.

ENL's solid reputation for genuine service, innovation and supplying quality marine electronic products is founded on highly experienced staff and the commitment to excellence. We were accredited with ISO9001 in 2006 and continue to improve processes and procedures to maintain our high standard of service.

From the most complex application for defence, commercial and super yacht use to a stand alone fish finder for a trailer boat, ENL has the experience and expertise necessary to specify, supply, install and service quality marine electronics.

ENL supplies high value marine electronics into the fishing market and focuses on adding value to this market through highly skilled technical personnel. The experience of our people is evident at all levels from sales and installation through to commissioning and servicing of products.

ENL distributes products from Europe, USA, Japan and Australia throughout New Zealand and the South Pacific. Distribution agreements are in place with Furuno, TimeZero, Actisense, Lumishore, CourseMaster, Maretron, KVH, Wartzila, MaxSea, Navionics, C-Map, Marport, Servowatch, Sanshin and more.



# A PASSION FOR THE SEA

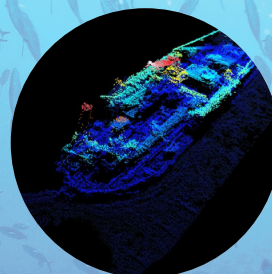
LIKE MANY KIWIS, MOST ENL TEAM MEMBERS HAVE A PASSION FOR THE SEA. THIS IS WHAT HAS DRAWN OUR PEOPLE TO THE INDUSTRY. ENL'S OWN PRODUCTS AND THOSE WE REPRESENT ARE USED IN ALMOST EVERY ON-WATER APPLICATION WORLD WIDE, INCLUDING:



COMMERCIAL  
FISHING



DEFENCE



SURVEY



LEISURE CRAFT



SUPERYACHT



SPORT FISHING





## ENGINEERING SERVICES & SYSTEMS INTEGRATION

ENL is a key supplier to New Zealand's internationally renowned boat building industry. ENL provides customers with turnkey solutions incorporating entertainment systems, satellite or terrestrial communications, computer systems and networks, navigation systems and monitoring & control systems. ENL can customise a solution for small leisure, large commercial and the most luxurious super yachts. Engineering resources are provided to design, install, commission, project manage and support these integrated systems. At any point in time, ENL are running multiple new build or refit projects worldwide.



# WASSP MULTIBEAM SONAR TECHNOLOGY

## MAPPING THE SEAFLOOR IN 3D AND IN REAL-TIME

WASSP Multibeam Sounder technology is a true game-changer. Through the research and Development of ENL new technology was developed with the ability to Profile the seabed 100 times faster than single-beam echo sounders, allowing users to see what's beneath the boat with accuracy and resolution unlike it had ever been seen before, at a significantly reduced cost. With the WASSP 3D mapping in real-time, accurate profiles encompassing 120° port-to-starboard of the water column and seafloor can be made with unparalleled precision to reveal artefacts, fish, wrecks, foreign objects and more.

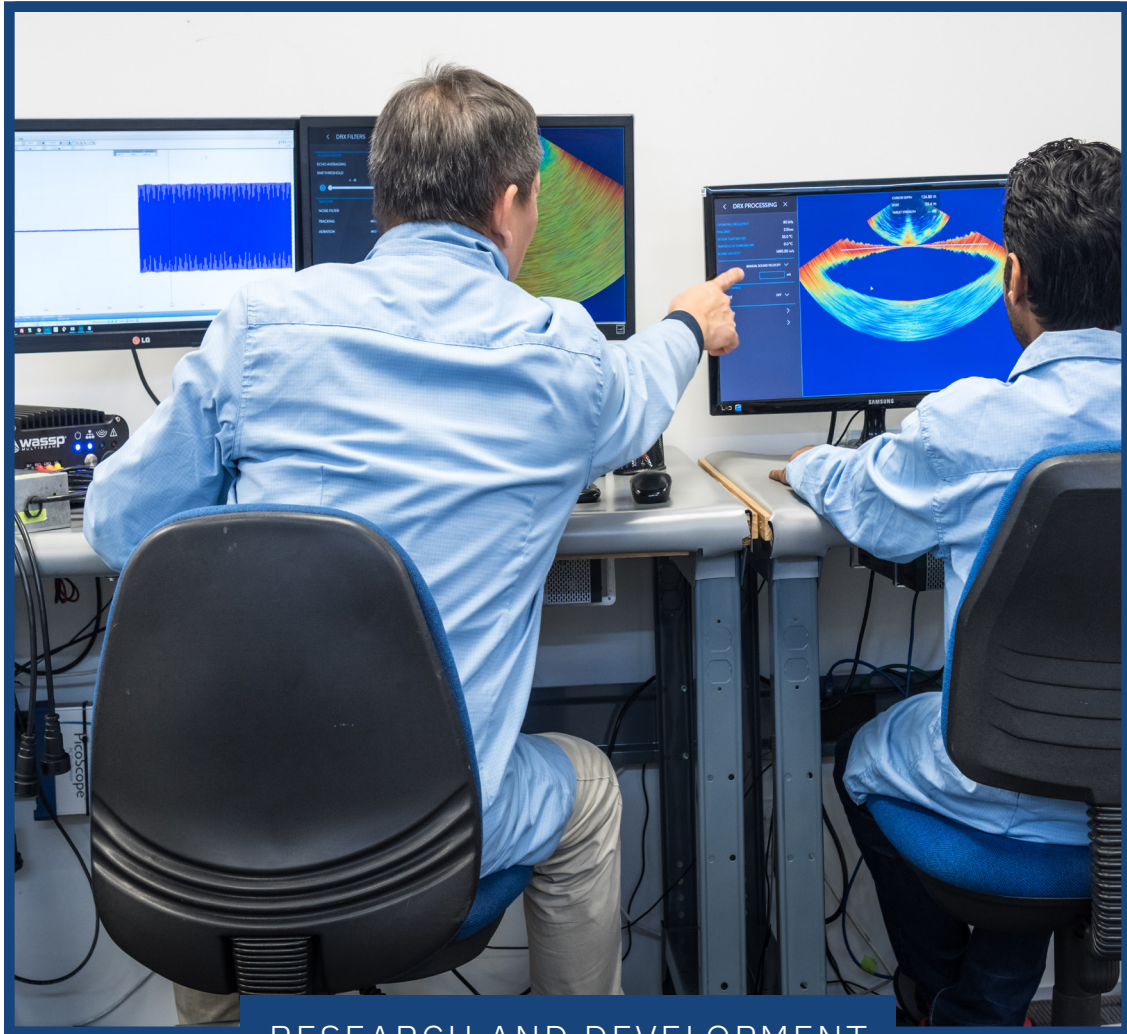
Since the first installation in 2000, WASSP has seen incredible growth in all areas. WASSP is now distributed in more than 32 countries and has been embraced by the commercial fishing, recreational fishing, mega yacht, hydrographic, professional workboat, navy and coastguard sectors.

Currently ENL manufactures three product series of the WASSP multibeam sonar for all markets, including Fishing (F-Series), Survey (S-Series) and Superyacht Wireless (W-Series).



SEE IT ALL





## RESEARCH AND DEVELOPMENT

Over the last 75 years, ENL has been focused on providing customers with innovative technology solutions. By investing heavily in R&D, forming strategic partnerships with world-leading manufacturers, and working closely with our customer base, ENL has been able to develop highly advanced and sought after customer-centric products.

With ENL's own R&D and manufacturing team, we have a proven ability to rapidly develop and commercialise world class product to meet customer demands. In coordination with New Zealand Trade & Enterprise (NZTE) innovative hardware and software solutions can be rapidly developed to meet demand for new solutions. ENL's new product innovations such as WASSP all encompass these great attributes:

- Are customer focused and solution based
- Are optimised to customer performance requirements.
- Utilise innovative product concepts & design
- Designed & built under ISO9001/2000 certification





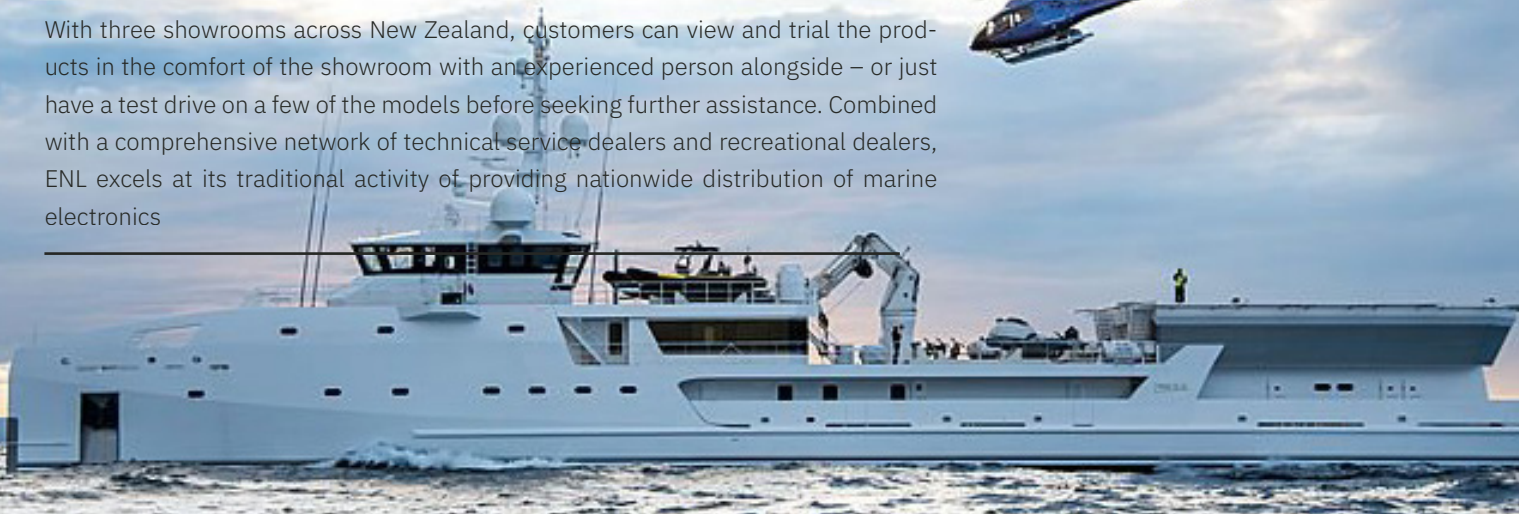
# INNOVATION SUPPLY SERVICE

You'll find we've worked hard to earn a reputation for outstanding innovation, supply and service of quality marine electronic products within New Zealand and beyond our shores. Underpinning our commitment to quality is our ISO9001 accreditation, awarded in 2006. Today, we remain driven by world-class innovation and a commitment to excellence.



## NEW ZEALAND & SOUTH PACIFIC SHOWROOMS & DEALER NETWORK

With three showrooms across New Zealand, customers can view and trial the products in the comfort of the showroom with an experienced person alongside – or just have a test drive on a few of the models before seeking further assistance. Combined with a comprehensive network of technical service dealers and recreational dealers, ENL excels at its traditional activity of providing nationwide distribution of marine electronics



### HEAD OFFICE

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#### CUSTOMER SERVICE R&D CENTRE

Our head office in Glenfield, Auckland, New Zealand is also our R&D Centre and is an internationally authorised Furuno Service Centre. With highly skilled technicians and customer service experts on site we ensure all our customers can get the support they have come to expect from ENL.

### WESTHAVEN BRANCH

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#### SUPER YACHT & LEISURE SALES CENTRE

Based in Westhaven Marina, our Hub office supports the Super Yacht market as well as offers training and events for customers

### NELSON BRANCH

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#### COMMERCIAL FISHING SALES & SERVICE CENTRE

Our Nelson office is based at the Port of Nelson, the largest commercial fishing port in Australasia, an ideal location to service our commercial customers and to be at the forefront of current needs and requirements within the commercial fishing industry. This office is also an authorised Furuno Service Centre.

### UK OFFICE

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#### EU SALES & MARKETING CENTRE

Our UK office in Essex is strategically placed to support EMEA (Europe Middle East & Americas) customers and ensure we can provide timely service and support across a range of territories and time zones as well as utilise staff based on location across Europe.



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**ENL**

A FURUNO COMPANY

Electronic Navigation Limited