

ONYX MARINE AUTOMATION MAKES A DIFFERENCE ON ITALIAN YACHTS.



With close to 40% of the world's yacht market and an annual growth rate of about 10%, the Italian pleasure boat industry is a hot target for marine automation solution providers. The competition is fierce and one of the companies fighting for the market shares is Onyx Marine Automation. Already during its first year of operations, Onyx Marine implemented more than 25 control systems on several well-known yacht brands. The company's technical manager, Federico Sturlese, sees the EXTER operator panels from Beijer Electronics as one of the reasons for their rapid growth and success.

SITUATION : Onyx Marine looked for operator panels for their marine system solutions. The panels should be fit for marine use and suitable for all technical subsystems onboard.

SOLUTION : Onyx Marine chose the DNV-approved EXTER series from Beijer Electronics.

RESULT : With EXTER, Onyx Marine saves a lot of development time. Their customers – system integrators – benefit from the unique design, high operating speed and a clear view in any weather.

“Our customers often look for an integrated solution for all their control and monitoring needs”

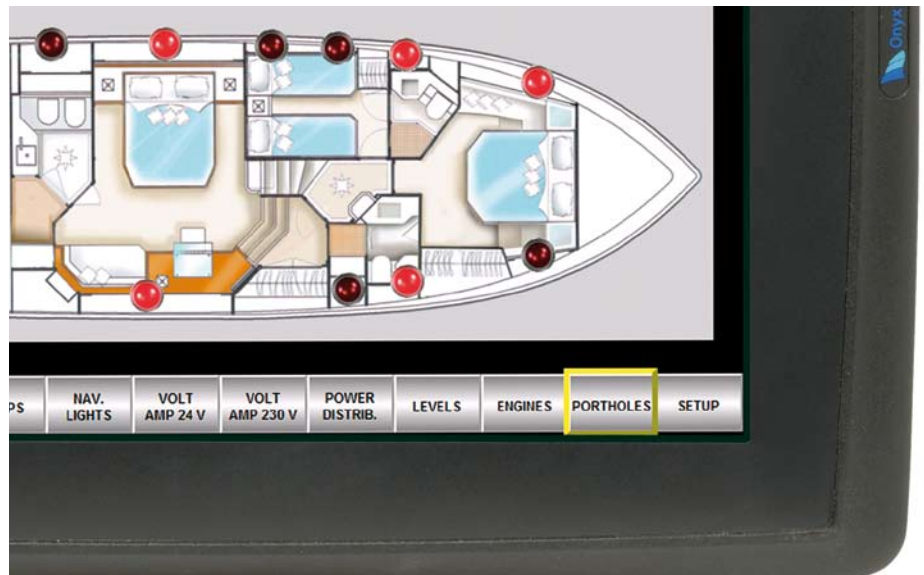


Federico Sturlese, technical manager at Onyx Marine, with a simulation of one of their implemented systems.

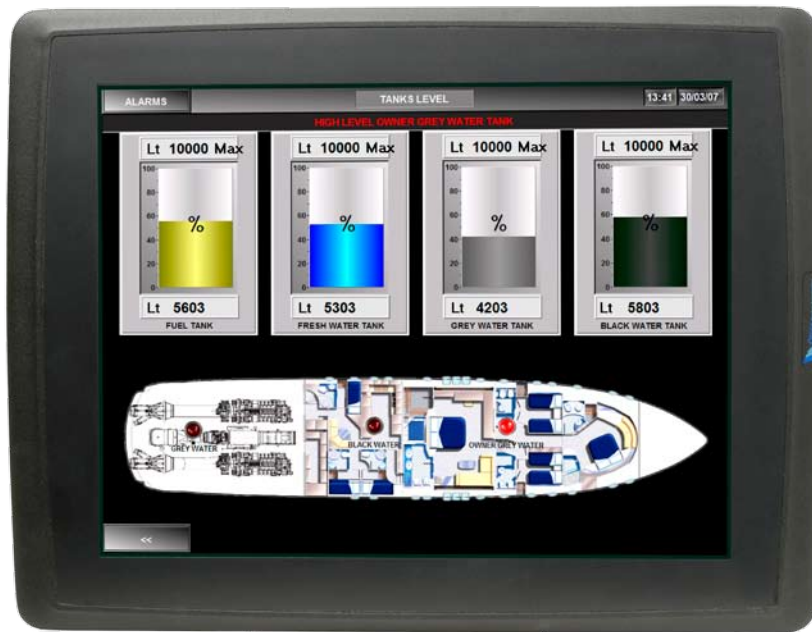
Onyx Marine Automation provides system solutions and electronic components for motor yachts ranging from 14 to 50 meters, and for sailing boats ranging from 16 to 35 meters. In order to win contracts, it is necessary to offer an exclusive all-in-one package. “Our customers often look for an integrated solution for all their control and monitoring needs,” Federico Sturlese explains. “With the systems we deliver, it is possible to manage any technical subsystem onboard – electrical switchboard, power management system, air conditioning, tank system, navigation lights, etc.”

Customers focus on design and quality

Though Onyx Marine’s expertise lies within marine automation, it is the final result that is critical to their customers. Federico emphasizes the importance of the look-and-feel and the overall quality. “The boat owners and their crews cannot fully appreciate the technical aspects of our work. On the other hand they really know how to value a solution that gives a nice visual impression, is easy to operate and runs flawlessly.”



The electronic components delivered by Onyx Marine can monitor and control any technical subsystem onboard. Crew members navigate between the systems by using EXTER’s touchscreen interface.



The exclusive design and the high display quality were two of the reasons why Onyx Marine chose operator panels from Beijer Electronics. The customized product label is also appreciated.

High demands on the user interface

Federico Sturlese and his colleagues made an extra effort when selecting operator panels for their solutions. “We evaluated most of the panels available on the market, comparing them against our selection criteria. Aesthetic design, reliability, display visibility, available functions, support, and ease of use of the designer tool were all important factors. The EXTER panels from Beijer Electronics scored the best result,” he says.

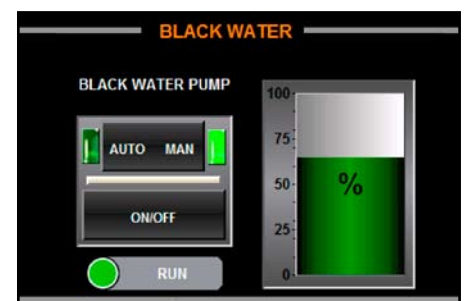
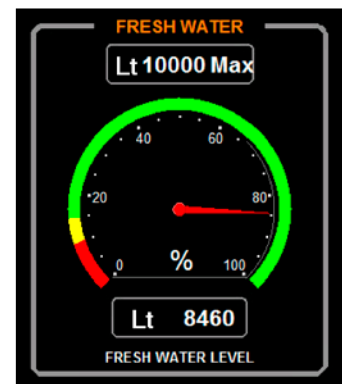
Typical locations for the operator panels include wheelhouse, engine room and the crew mess. “EXTER’s design is appreciated by the interior designers as it can be integrated smoothly in any hi-tech environment,” explains Federico. “And thanks to their compact size, the panels are easy to integrate and install in any place.”

Saves valuable time

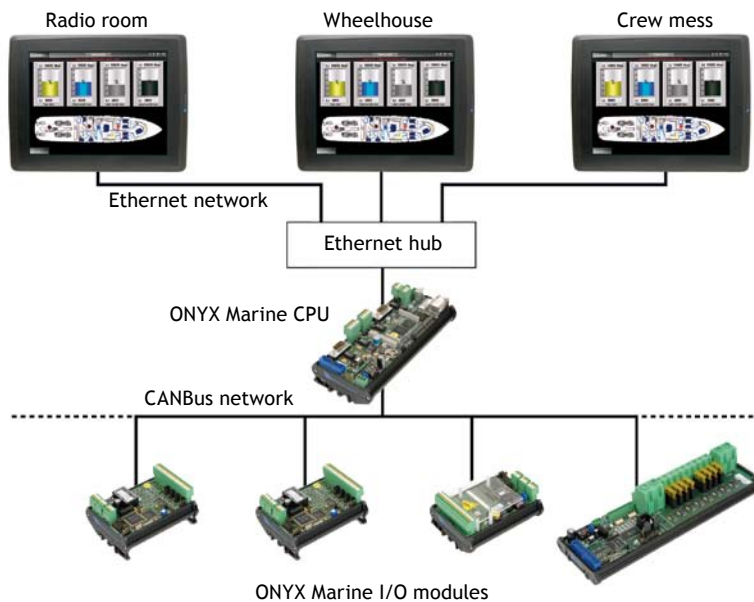
During the evaluation, Onyx Marine also had a closer look at the configuration tool, Information Designer, which plays an important role when developing applications. Federico Sturlese mentions several features that are highly appreciated by him and his colleagues:

- *The possibility to simulate the application on a PC saves a lot of time during development.*
- *It is a very quick process to download the application from the PC to the EXTER panel, so we save valuable time when debugging and testing.*
- *The possibility to download applications via a USB device saves us time at service level.*

“Information Designer is very powerful and easy to use, which keeps the development time at a minimum,” he summarizes.



Ready-made objects in the configuration tool, such as meters, bar graphs and switches, make it easy for Onyx Marine to create an intuitive interface.



Overview of a typical installation.

Ready for further growth

Federico Sturlese talks about the future with a glow in his eyes, yet knowing that it takes hard work to maintain Onyx Marine's growth rate. The feedback from their customers has been very positive and Federico is looking forward to strengthening the partnership with Beijer Electronics.

"We have received great support from both Beijer Electronics and their Italian representative EFA. They have helped us starting our business and tuning the product according to our needs. We will keep using EXTER for all the applications where it is possible. It is an advantage to be part of the ongoing development of the operator panels and we look forward to further marine-specific features and functionality," he concludes.



Onyx is an Italian company that offers expertise, electronic components and turnkey systems within marine automation. The company is specialized in motor yachts and luxurious sailing boats, for which they provide control and monitoring solutions for the technical subsystems onboard.

The company was founded in January 2006 by a group of entrepreneurs, all with many years of experience in the marine field. Onyx Marine Automation has gained a lot of market recognition and their systems have been implemented on boats from well-known ship yards such as Azimut-Benetti group, Dominator, Ferretti group, ISA Yachts, Pershing and Riva. The company is expanding rapidly and expects to sell more than 110 systems in 2007.

"We will keep using EXTER for all the applications where it is possible"

For further information, please visit www.onyxmarine.com.



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