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Adrena : Official supplier for IMOCA Ocean Masters St Barth-Port la Forêt and New York-Vendée Transatlantic races

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As the creator of racing navigation software, Adrena and Open Sports Management (OSM) – the Organising Authority and promoter of the IMOCA Ocean Masters World Championship - were definitely meant to get along. In fact, most IMOCA skippers already use this navigation software and with a high standard of service, with the software regularly updated, it has become a vital tool for top ocean racers. Therefore, it made great sense for OSM and Adrena to reach an agreement.

In OSM's two main events over the new few months - the Transat St Barth-Port la Forêt this December and the Transat New York-Vendée in May 2016 - the race management team for both events will be provided with Adrena's "Pro Offshore" product.

As Amandine Luce, Adrena Partnership Manager, explains: *"Our software products create a link between skippers and the race management team. Above all things, it is an organization and security tool."*

This partnership is a first for the IMOCA Ocean Masters World Championship and Adrena will prove to be a valuable asset during these two transatlantic races.

As Jacques Caraës Race Director for both events, states: *" This partnership is obvious since Adrena navigation software is the best for ocean racing. 80% of the skippers already use these products. As an example, it is particularly useful when the route requires modification since we know that a large majority of skippers will instantly be able to integrate the data we send them into their on board computers. We can easily add maps which is a major security benefit. It really is a state of the art tool allowing us to run routing and anticipate the time to race marks or the arrival times of the competitors."*

The best software for the best skippers.

While the Race Management uses Adrena software for organisation and security matters, the skippers also consider it as vital tool to help them make strategic and tactical decisions.

Whether they come from the Figaro circuit or other ocean racing classes, this sailing elite has generally spent their career using these products. In fact the two have developed together and there's always still progress to be made. A new version of the Adrena Pro Offshore software will be launched at Paris Boat Show in December this year.

Adrena

Adrena is the leading routing and navigation software used in ocean racing. The company supplies every Vendée Globe and Volvo Ocean Race skipper to help them keep improving and updating their products. Adrena's three ranges of software (First, Standard and Pro) are targeted to meet the specific needs of both amateur and professional sailors. Adrena provides technical support for tactical decision making : GRIB files, performance analysis, routing and safety-related functions (MOB, AIS or alarms).

Last year, in order to control the fuel consumption and ETA of merchant vessels, Adrena also developed software to optimise both the route and speed of the ships, these tools being both great security and efficiency assets.

www.adrena.fr / www.adrena-software.com

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