

SYMPOSIUM ON INTEGRATED APPLICATIONS (B5)
Integrated Applications End-to-End Solutions (1)

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EASY – EASY AND SAFE YACHTING

Abstract

Some stakeholders of the leisure boating market have indicated the need to improve the experience of leisure boating by means of Information and Communications Technologies. The reporting stakeholders include: leisure marinas, chandlery, shipyards, chartering companies, insurance companies and yachting market operator among others. In the current economical climate affecting also the European leisure boating, it is also important to expand the target market. To fulfil these needs EASY comes as new product of enhanced services that renders yachting more reliable, safe and easy, attracting not only experienced yachtsmen but also a wider the spectrum of potential users. In order to meet the expectation of the users and stakeholders and to find the adequate commercial projection EASY has undergone a Feasibility Study carried out by an Italian consortium – SIRM, ITS, NEXT, TECHSEMA and EGICON – within the framework of the “Integrated Applications Promotion” (IAP) programme of the European Space Agency (ESA).

EASY was conceived a “one-stop-shop” service to the high value leisure yachting market, mainly but not limited, to the Mediterranean Sea, integrating various space assets. The service supported by an integrated system provides applications in three main areas: i) tourist related services, ii) assistance on-line management services and iii) navigation support services.

The services are by subscribed customer with an ad-hoc onboard device with a personalized service contract. At the same time, other external content providers join a “virtual market place” to offer their content. These external providers subscribe by contract with the EASY operator.

The service platform is principally based on two space assets:

- GNSS positioning, which shall allow to trace and track in real-time yachts using updated electronic navigation charts, in a vector format, in normal navigation conditions and during coastal navigation or night stay in rocked coves;
- Satellite Communication allowing a seamless always-on maritime communication, integrated with terrestrial mobile communications.

Earth Observation downstream services add value joining the “one-stop-shop”, providing location based information related to sea and weather and real-time “incident maps” overlapped with navigation charts.

During the Feasibility Study a Proof of Concept has been developed as a first brick within a mid-term roadmap. Following a successful completion of the study, it is planned to continue within ESA’s IAP programme with a demonstration project developing and demonstrating the targeted pre-operational services. Finally leading to an integrated solution suitable to be commercialized and responding to needs and expectations of users and stakeholders.