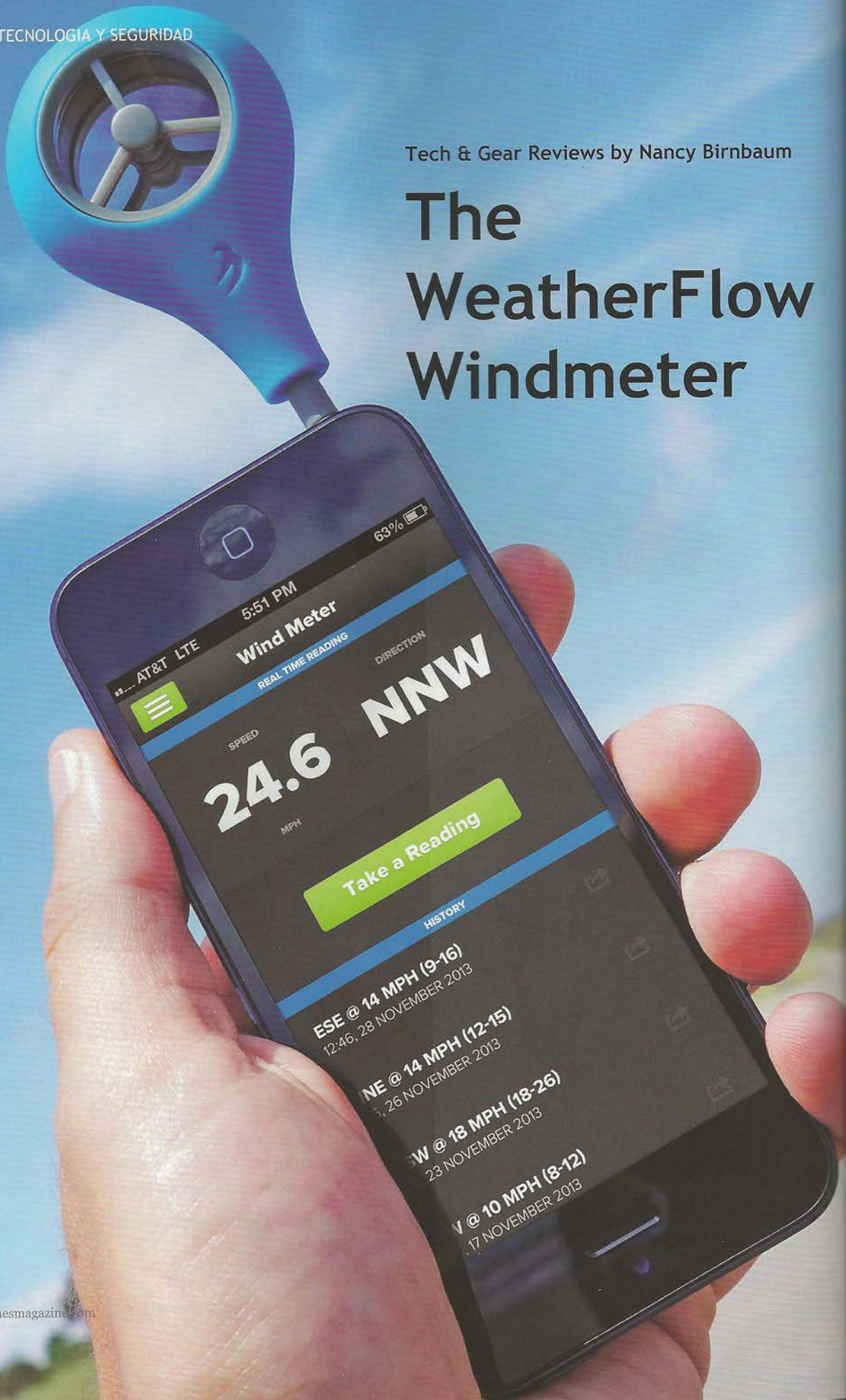


Tech & Gear Reviews by Nancy Birnbaum

The WeatherFlow Windmeter





The handheld anemometer market is vast and there are many models available that offer a range of options. Pocket-sized units measure multiple wind speeds (km/h, knots, mp/h, m/s), are waterproof, and resistant to high or very low temperatures. Since most yachts already have a sophisticated wind meter onboard, these handheld models have begun to proliferate. Handheld wind measurement sensors are available from \$35 to more than \$350. Fortunately, the least expensive wind meter on the market today has exactly what most mariners need: accurate wind speed measurements and an easy way to share them.

WeatherFlow Wind Meter is an anemometer that fits in your pocket and plugs into iPhone, iPad, iPod, and all major Android devices. With it, you can take and share wind reports anywhere by accurately recording the wind speed, wind direction, and location on your smart phone. Cost - \$34.95. The app is free. Simply plug the Wind Meter into your device's headphone jack and you're ready to take wind readings. It's almost better than your mast-top windex because of some very cool features... Racing? The WeatherFlow Wind Meter app allows you to share the wind speed readings (speed and direction) as well as the location of your reading via your social networks. Hold it up high facing into the wind. Your phone does the rest by recording the wind speed (average, lull, and gust), wind direction, and location. Easily share onsite reports with WeatherFlow, Instagram, Vine, Twitter, SMS, Email or Facebook. And view

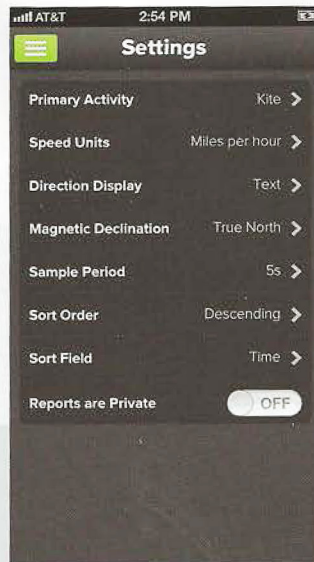
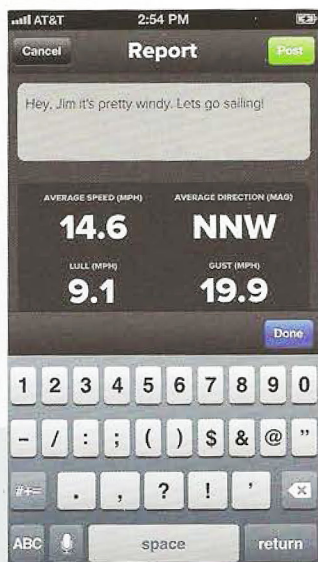
all of this crowd-sourced weather in WeatherFlow's consumer applications. Its operating range extends from the smallest puff (2 mph) to well over hurricane force winds (125 mph).

"Calibrated at the University of Florida's Aerospace Engineering Department, our Wind Meter is accurate to the larger of +/- 0.5% of the reading or 0.2 mph at up to 15° off-axis. That means even if you don't hold it directly into the wind, you'll still get very accurate wind speed information," says Product Manager Ryan Roberts.

A great option for small boat mariners, kiteboarders, surfers and any techie types who love the water!

Features:

- Records the wind speed (average, lull and gust), wind direction and location
- Accurate to the larger of +/- 0.5% of the reading or 0.1 m/s (0.2 mph) at up to 15° off-axis
- Reads in meters/second, miles/hour, knots, kilometers/hour, & Beaufort scale
- Range is from 1 m/s (2 mph) to 56 m/s (125 mph)
- Resolution is 0.1 m/s (0.1 mph)
- More information available at: <http://weatherflow.com/windmeter/>



A Smarter Way To Find Your Next Yacht



Back when the boating industry was beginning to notice what people were doing with smartphones, I thought of an app that would make it easy for boat buyers to find what they were looking for – right in the palm of their hand.

Now there's finally an app like that from Brokerage Apps, Inc. With former boat broker, Andrew Shook at the helm, Brokerage Apps aims to make this time-saving, simple, affordable, yet elegant app available to every boat brokerage company.

Launched in 2012, Brokerage Apps started developing custom apps for any yacht brokerage to show off their inventory, stay in contact with customers and even place a repair or refit request.

Their newest version of the app just launched at the 2014 Palm Beach Boat Show. The **BYS Brokerage App**, which was custom designed for Burger Yacht sales, allows users to view listings, get news, and view virtual tours on any Apple phone or tablet.

"The tablet portion is the one we're most proud of as it shows off **BYS** boats in a beautiful and captivating manner," says Shook. This version will also allow brokers to show their inventory to customers as if they were there in person.

Other features include a way for customers to find their local brokers office with directions and added search functionality to explore hundreds of listings and narrow down that search.

The company has plans to launch an iPad app with boat show tools allowing brokers to plug their iPad into an HDTV at the show and automatically display all of their listings, eliminating the old paper print out listing. Shook says that the new app will show information, photos, videos, and virtual tours of the boats and will be fully interactive.

Besides Burger Boat Company, other brokerages that are now using the custom Brokerage App are Oceanika Yachts, South Florida Yachts, and Yacht Works with more to come in the near future. **□**

