



NOAA and Shipping Industry Meeting

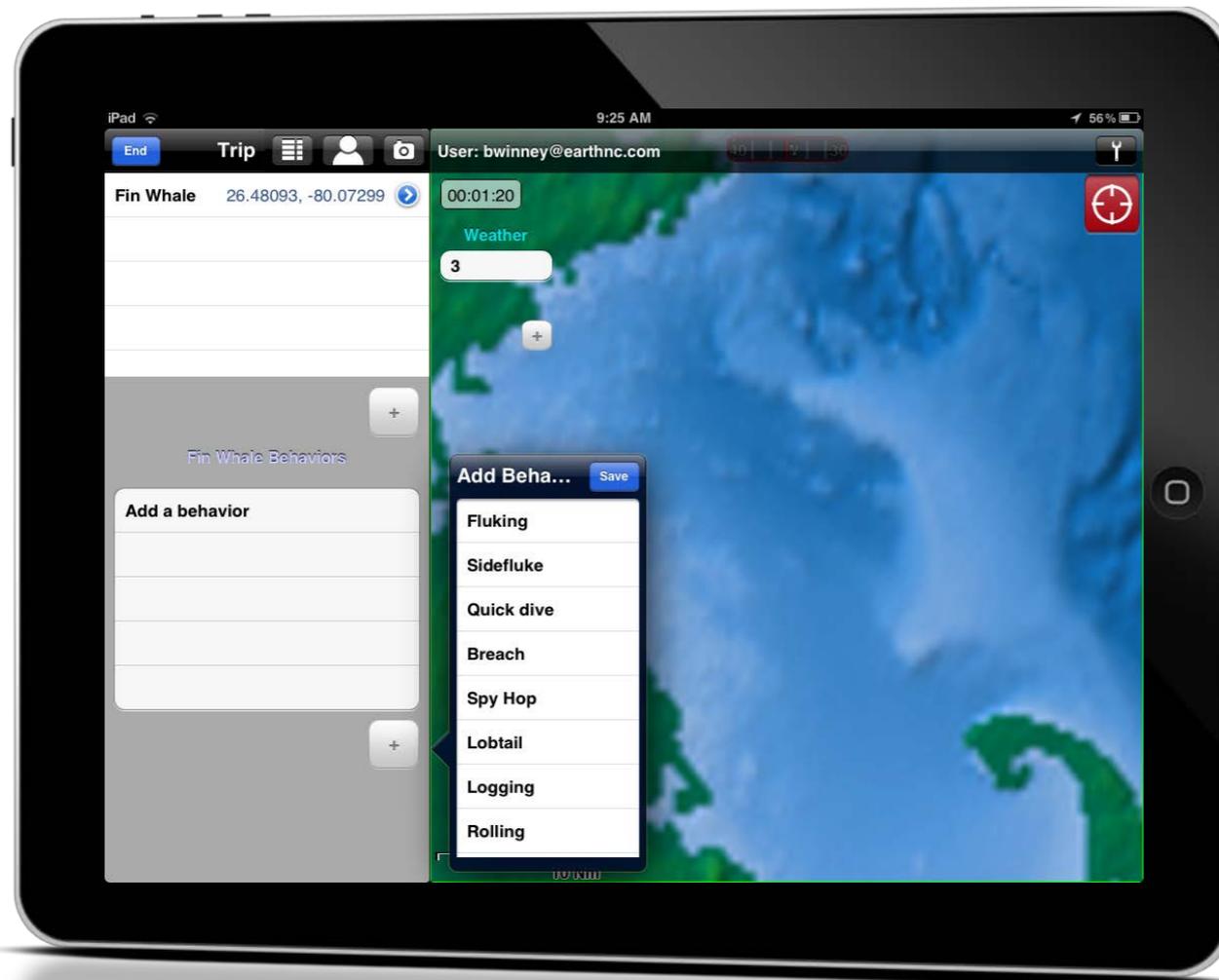
September 5, 2012
Oakland, CA

We develop technology to assist conservation and compliance.

Brad Winney, Co-Founder, EarthNC, Inc.
bwinney@earthnc.com

Virgil Zetterlind, Co-Founder, EarthNC, Inc.
vzett@earthnc.com

Spotter Demo -What is Spotter?



- A means to make whale sighting data collection faster, more accurate
- Both mobile and web based
- Automatically sync data with the cloud
- Easy, engaging accessible by all constituencies -research, industry, the public

Spotter Demo

- EarthNC Marine Charts – Where it all began



- Entire U.S. Raster chart set
- Cloud sync, updates weekly
- Integrated weather, zone layers
- User created content

Spotter Demo

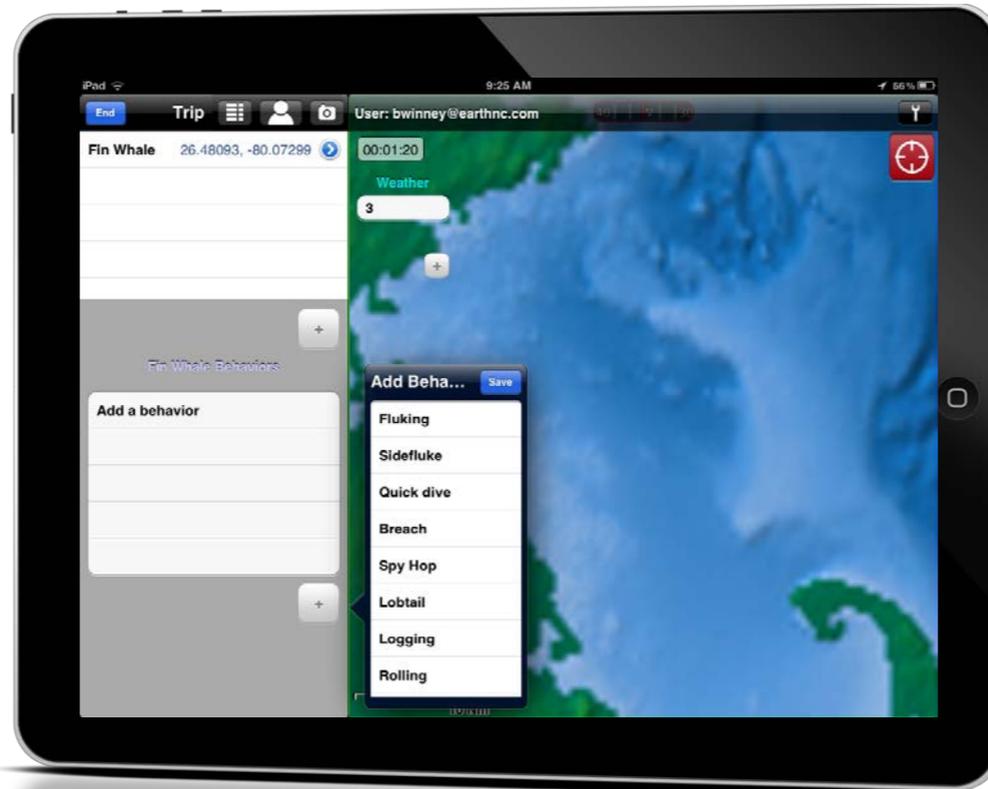
- Whale Alert 1.0 – Making compliance easier and less expensive



- Geo-accurate SMAs, DMAs, RRs
- GPS triggered notifications, regs
- AIS support - auto updates
- Integrated charts, weather
- User created content



Demo



Futures

- Spotter 1.0
 - Web interface
 - Additional weather fields
 - Photo ID fields
 - Vessel list update
 - Database APIs
 - Cloud sync support

- Spotter / Alert Fusion
 - Integrated app for both compliance & observation capture
 - PORTS data integration

Q&A

Thank you for your time!!

