



# Dealer guide

0100  
X100



World-class marine  
technology you can trust

**em-trak** 

## 1. Introduction: overview of the X100

The em-trak X100 is a high-performance marine communication system integrating an AIS Class B transceiver with a certified Class D VHF/DSC radio. It's designed for mariners who need reliable, versatile communication and enhanced safety features.

Whether for recreational boaters, offshore racers, or commercial operators, the X100 delivers a flexible, all-in-one solution for marine operations. It offers a combination of performance, convenience, and safety, ensuring users have access to reliable communication tools that meet and exceed their operational requirements.

### Key features

- Real-time AIS data transmission
- Certified Class D VHF/DSC radio
- Man Overboard (MOB) alerts
- Full mobile device integration through the CONNECT-X app, allowing control of communication functions from anywhere on board



## 2. Core functionality and features

### VHF/DSC radio

The X100 includes a certified Class D VHF/DSC radio designed to provide reliable communication in all marine environments. Key features include:

- **Automated channel scanning** allowing the system to scan across preset or critical channels efficiently.
- **Two-way crew intercom** enabling private communication between crew members without broadcasting over VHF.
- **Public address system** for clear onboard announcements and a connection to a loudhailer for direct communication with nearby vessels.
- **Access to a full range of registered and country-specific channels** for global operation.

### AIS Class B transceiver

The integrated AIS Class B transceiver ensures that your vessel is visible to others while also receiving real-time data from nearby vessels. Key features include:

- **High-powered 5W SOTDMA AIS transmission and reception**, improving vessel visibility and safety in crowded or low-visibility environments.
- **Collision avoidance features**, which warn of potentially dangerous interactions with other vessels using Closest Point of Approach and Time to Closest Point of Approach.
- **Silent mode functionality** allowing you to stop transmitting your position while still receiving AIS data from others when discretion is necessary.

### MOB alerts

The Man Overboard (MOB) functionality ensures that if a crew member or guest goes overboard, the X100 will:

- **Automatically trigger an alert** and provide the last known position of an overboard individual.
- **Seamlessly integrate with mobile devices using the free CONNECT-X app** to ensure that alerts are communicated vessel-wide, even if the app is not actively in use.

- **Offer tools for quick and effective recovery** of crew members in emergency situations, critical for safety, particularly on longer or more remote journeys.

### Mobile integration with CONNECT-X

The X100's CONNECT-X app transforms smartphones and smartwatches into fully functional command mics. This allows for:

- **Full control of VHF, AIS, and emergency functions remotely** from anywhere on the vessel, providing flexibility and operational convenience.
- **Seamless operation across up to 10 mobile devices**, ensuring that larger crews or multiple users can access the system when needed.
- **Remote access to key safety and communication systems** without the need to be tied to the bridge or helm.

This flexibility is particularly useful for mariners managing operations or communications while moving about the vessel.

### 3. Product benefits: technical and practical advantages

The X100 offers significant advantages that enhance both safety and operational efficiency for mariners. Integrating essential functions into one system simplifies the demands of vessel communication while providing reliable performance in challenging conditions.

#### Enhanced safety

- AIS visibility:** The high-powered AIS transceiver ensures your vessel is always visible to others in crowded or low-visibility environments. This reduces the risk of collisions and keeps you safer.
- Emergency communication:** The X100's DSC functionality allows for fast, efficient emergency signalling, providing a crucial link to rescue services when needed.
- Situational awareness:** The CPA alarms and MOB alert system offer heightened awareness of potential risks, helping crew members stay informed and respond quickly in emergencies.

- Quick communication:** By combining AIS and VHF/DSC, the vessel can quickly communicate directly with vessels on a collision course from the collision warning screen.

#### Operational convenience

- Remote control:** The CONNECT-X app allows mariners to manage key communication functions from their smartphones or smartwatches, offering flexibility to move around the vessel without losing control.
- Efficient communication:** The built-in intercom and public address systems streamline communication across the vessel, ensuring that crew members can stay connected and coordinate tasks easily.

#### Rugged durability

- Built for tough conditions:** The X100's IPX7 waterproof rating ensures it performs in harsh marine environments, providing long-lasting reliability in tough conditions.

- Low maintenance:** With robust construction and integrated features, the X100 reduces the risk of equipment failure, minimizing the need for constant repairs and downtime.

#### Space efficiency

- All-in-one system:** The X100 integrates VHF, DSC, and AIS functionality into one unit, saving space and reducing the number of devices required on board. This is especially beneficial for vessels with limited space.
- Simplified installation:** By requiring only one antenna for both AIS and VHF, the X100 reduces the complexity and time needed for installation, streamlining the setup process for both new and existing systems.

### 4. Unique selling points (USPs)



The X100 differentiates itself through several key factors that provide practical value to a wide range of mariners.

#### All-in-one integration:

Combines essential VHF, DSC, and AIS functionalities into one compact, space-saving unit, simplifying installation and daily use, and making it easy to call vessels directly from the AIS screens. Find friends with a phonebook linked to the AIS data, as well as allowing for intelligent scheduling of AIS data around VHF voice transmission so that you and others never miss important information or communications.

#### Mobile connectivity:

The CONNECT-X app enables remote control of communication functions, offering flexibility and mobility for crew members and operators managing operations from different locations on the vessel. Turns your smartphone into a remote command mic.

#### Simple installation:

Using a single antenna for both VHF and AIS significantly reduces installation complexity, making it easier to integrate the X100 into a wide variety of vessels with minimal disruption.

## 5. Who is this product for?

The X100 is designed to meet the needs of a diverse range of mariners – from recreational sailors to professional operators. Understanding your customers' needs allows you to highlight the features and benefits that matter most to them.

### Leisure sailors

Leisure sailors encompass a variety of vessel types and usage patterns, from casual day cruisers to large luxury superyachts. While all value safety, simplicity, and modern conveniences, each sub-segment has unique needs and priorities.

### Day cruisers

#### Key benefits

- **Simple, all-in-one safety solution:** The X100 provides critical safety features, such as AIS tracking, VHF communication, and MOB alerts in a single, easy-to-use unit.
- **CONNECT-X mobile integration:** Allows day cruisers to manage communication functions via smartphone or smartwatch, offering flexibility to move around and enjoy the vessel without needing to stay near the helm.

- **Peace of mind:** AIS visibility and MOB alerts provide day cruisers with reliable safety functions, ensuring visibility to other vessels and quick response capabilities.

### Offshore cruisers

#### Key benefits

- **Robust AIS tracking and visibility:** The high-powered AIS transceiver improves visibility to other vessels in remote waters, enhancing safety in low-visibility or crowded marine environments.
- **Emergency response through DSC:** The integrated DSC function provides immediate emergency call capabilities, ensuring swift access to rescue services when far from shore.
- **Flexible remote control:** With the CONNECT-X app, offshore cruisers can monitor and control communication functions from various parts of the vessel, adding operational flexibility on longer journeys.
- **Reliable performance in challenging conditions:** The rugged design and IPX7 waterproof rating ensure the X100 withstands extended offshore use.

### Large leisure motor vessels

#### Key benefits

- **Comprehensive communication and safety suite:** The X100 combines AIS, VHF/DSC, and MOB functions, providing a seamless experience for those managing guest safety and vessel operations.
- **Mobile access for onboard activities:** CONNECT-X allows crew or owners to manage safety and communication functions from a smartphone, freeing them to move around the vessel and oversee guest activities while staying connected.
- **Simplified installation and integration:** Designed with a single antenna for AIS and VHF, the X100 reduces installation complexity on large motor vessels, providing a cleaner setup.
- **Enhanced operational efficiency:** The X100's advanced safety features, such as MOB alerts and CPA alarms, ensure that captains can keep both crew and guests safe without constant manual oversight.



### Superyachts

#### Key benefits

- **High-powered AIS with silent mode:** Enables superyacht captains to maintain visibility in busy or remote waters while offering discretion through silent mode.
- **Full vessel-wide connectivity:** With the ability to support up to 10 mobile devices via the CONNECT-X app, the X100 allows multiple users onboard to access communication functions from various locations.
- **Sophisticated safety and control systems:** Features such as CPA alarms and MOB tracking provide comprehensive safety monitoring, allowing the captain and crew to maintain security over a large vessel with multiple decks and activity areas.
- **Luxury-focused convenience:** The streamlined, compact design integrates neatly with the superyacht's high-end systems, reducing equipment clutter and maintaining aesthetic integrity.

Commercial operators rely on communication equipment that is durable, reliable, and compliant with maritime regulations. From fishing vessels to workboats and transport vessels, they require solutions that streamline operations while safeguarding crew members.

### Fishing boats

#### Key benefits

- **Enhanced collision avoidance:** The high-powered AIS Class B transceiver maximizes visibility to other vessels, reducing collision risk in crowded or remote fishing zones.
- **Direct and reliable communication:** The integrated VHF/DSC functionality supports essential communication with other vessels, authorities, and rescue services.
- **Crew safety with MOB functionality:** The X100's MOB alert feature provides immediate notifications if a crew member goes overboard, helping captains locate and rescue quickly.

- **Built to endure harsh marine conditions:** The IPX7 waterproof rating and rugged design allow the X100 to withstand rough weather, saltwater exposure, and the challenging conditions often encountered by fishing vessels.

### Workboats

#### Key benefits

- **Real-time AIS visibility:** The X100's AIS system ensures that workboats remain visible to other vessels, reducing collision risks when operating in crowded ports or confined waterways.
- **Effective crew coordination:** The VHF radio supports clear communication between crew members, allowing for efficient and coordinated operations, particularly in high-risk or noisy environments.
- **Rugged and reliable for continuous use:** The X100 is designed to withstand the heavy-duty requirements of workboats, with durable construction that reduces downtime and maintenance needs.
- **Ease of installation in compact spaces:** The X100's single-antenna setup simplifies installation, minimizing equipment footprint on workboats with limited space for additional devices.



## 5. Who is this product for? (continued)

### Transport vessels

#### Key benefits

- **Comprehensive communication system:** The VHF/DSC radio enables transport vessel operators to maintain clear communication with port authorities, other vessels, and emergency services as needed.
- **CPA alarms for high-traffic areas:** Closest Point of Approach (CPA) alarms notify operators of potential collision risks, crucial for navigating high-traffic waters and ensuring the passengers' safety.
- **Passenger safety through MOB alerts:** The X100's MOB feature enhances safety for vessels carrying passengers or larger crews, offering immediate tracking in emergency situations.
- **Operational efficiency and compliance:** The X100 meets regulatory standards for maritime communication, enabling smooth and compliant operations.

Offshore racers require high-performance, precision equipment that delivers real-time data and dependable communication. In the fast-paced environment of competitive racing, every second matters, and the advanced capabilities of the X100 give racers a critical edge.

### Benefits for racers

- **High-powered AIS with real-time tracking:** The X100's powerful AIS transceiver provides continuous, accurate tracking of competitors and nearby vessels, allowing racers to make split-second decisions with full situational awareness.
- **Collision avoidance with CPA alarms:** Closest Point of Approach (CPA) alarms warn racers of potential collision risks, helping them navigate crowded waters safely and avoid disruptions in high-stakes racing situations.
- **VHF/DSC radio for seamless communication:** The integrated VHF/DSC radio keeps racers in constant communication with crew members, race officials, and nearby vessels, ensuring they can coordinate effectively without losing focus.

### Space-efficient, lightweight design:

The X100's compact, lightweight design reduces the equipment footprint onboard, optimizing weight distribution and supporting maximum speed and performance—essential for competitive advantage.

- **Mobile integration for flexible control:** With the CONNECT-X app, racers can monitor and control communication functions via smartphone or smartwatch, adding operational efficiency and enabling racers to focus on performance rather than returning to a fixed control point.
- **Silent mode for tactical discretion:** The silent mode feature allows racers to withhold AIS transmission when discretion is needed, offering a strategic advantage in competitive racing environments.

Offshore sports fishers operate in remote waters, often travelling significant distances to reach optimal fishing grounds. They require precise tracking, robust communication, and dependable safety features to ensure smooth operations and crew safety.

### Benefits for offshore sports fishers

- **High-powered AIS for visibility in remote areas:** The X100's AIS transceiver ensures sports fishing vessels remain visible to other vessels, whether navigating crowded fishing zones or remote waters, effectively reducing collision risk and supporting safe navigation.
- **MOB alerts for crew safety:** The MOB alert system allows sports fishers to respond quickly if a crew member goes overboard, a crucial feature when operating in challenging offshore conditions where rescue time is critical.
- **Emergency communication with DSC functionality:** The integrated DSC radio provides a direct, reliable line to emergency services, enhancing safety by allowing quick distress signalling in case of emergencies far from shore.
- **Rugged design for extended offshore use:** Built to withstand the harsh marine environment, the X100's IPX7-rated waterproof and durable construction supports long offshore trips, giving sports fishers confidence that their equipment can handle exposure to saltwater, heavy waves, and continuous operation.



- **Mobile integration for flexible operation:** The CONNECT-X app enables crew members to control and monitor AIS and communication functions remotely using a smartphone or smartwatch. This allows sports fishermen to manage communications from anywhere on the vessel, whether actively fishing or monitoring navigation.
- **Silent mode for fishing in sensitive areas:** The silent mode option allows vessels to turn off AIS transmission when discretion is preferred, helping sports fishers maintain privacy in sensitive or competitive fishing areas without compromising on safety.



## ■ 6. Feature-benefit alignment



This section is designed to provide a product centred view, demonstrating how the X100 features address common needs like visibility, safety, operational flexibility, and durability across different intended activities.

### For leisure sailors

- **Feature: CONNECT-X mobile integration**

**Benefit:** With the CONNECT-X app, control your VHF and AIS functions from anywhere on the boat using your smartphone or smartwatch. This allows you to stay connected without being tied to the helm, ideal for enjoying the flexibility and relaxation that leisure sailing offers.

- **Feature: AIS Class B transceiver**

**Benefit:** High-powered AIS significantly increases visibility to other vessels, reducing collision risks in busy or low-visibility areas, and supporting overall peace of mind for both short and long coastal trips.

- **Feature: MOB alert system**

**Benefit:** If a crew member or guest goes overboard, the MOB alert activates instantly, tracking their location in real-time for quick rescue. This safety feature is essential for family and friends onboard, offering added peace of mind on every voyage.

### For commercial operators

- **Feature: Rugged IPX7-rated construction**

**Benefit:** The X100's durable, waterproof design ensures reliable performance in harsh marine environments, reducing maintenance needs and equipment downtime, which is essential for the continuous operation required in commercial contexts.

- **Feature: MOB functionality**

**Benefit:** In demanding conditions, the MOB feature provides immediate alerts if a crew member goes overboard, supporting quick response and recovery in emergencies—a critical safety tool for protecting crew members on high-risk workboats and fishing vessels.

- **Feature: Integrated VHF/DSC and AIS functionality**

**Benefit:** Combining VHF/DSC and AIS functions in a single unit simplifies installation and minimizes equipment clutter, streamlining communication and saving valuable space on commercial vessels.

### For offshore racers

- **Feature: High-powered AIS with silent mode**

**Benefit:** Real-time AIS tracking delivers precise situational awareness, essential in competitive racing. Silent mode offers tactical discretion, enabling racers to withhold position visibility when a strategic advantage is needed.

- **Feature: Lightweight, space-efficient design**

**Benefit:** The X100's compact design optimizes weight distribution on the vessel, supporting maximum speed and performance. This feature is key for racers focused on maintaining competitive agility.

- **Feature: Mobile integration for remote operation**

**Benefit:** The CONNECT-X app allows racers to monitor and control communication functions remotely, freeing them to focus on the race without needing to return to a fixed control point, enhancing operational efficiency.

### For offshore sports fishers

- **Feature: High-powered AIS with robust visibility**

**Benefit:** Reliable AIS visibility in remote areas ensures offshore sports fishing vessels are visible to other vessels, reducing collision risks while navigating fishing grounds or en route to distant locations.

- **Feature: MOB alert system**

**Benefit:** For crews operating far from shore, the MOB alert system offers critical real-time tracking, enabling rapid response in the event of a man overboard incident. This feature is essential for safety in challenging offshore conditions.

- **Feature: Durable construction for extended offshore use**

**Benefit:** The rugged, waterproof design of the X100 is built for the demands of extended offshore trips, offering sports fishers reliable communication that withstands exposure to saltwater, waves, and continuous operation over long periods.





## ■ 7. Selling on emotion

The X100 goes beyond essential communication and safety; it enhances mariners' overall experience, bringing new levels of control, flexibility, and peace of mind. By framing the X100 as a tool for freedom, safety, and efficiency, this section helps mariners see how the X100 integrates into and elevates their unique journeys.

### Selling the freedom of mobility

For mariners, the freedom to move around the vessel while remaining connected is invaluable. The X100's mobile integration through the CONNECT-X app enables users to control critical communication functions from anywhere on board, unlocking new ways to navigate and manage the vessel with ease.

■ **Example:** Imagine reclining on deck, immersed in the view, or handling maintenance away from the helm, yet fully able to monitor AIS targets and manage VHF communications at a touch. The X100 grants you the freedom to roam without compromising control—because the journey should be as enjoyable as the destination.

### Selling peace of mind

The X100 provides an opportunity to fully engage with the experience on the water—with complete peace of mind that cutting-edge safety systems are protecting guests and crew. With real-time AIS tracking, MOB alerts, and CPA alarms, the X100 allows you to sail with the assurance that every possible safeguard is in place.

■ **Example:** Picture yourself navigating offshore, feeling secure as the X100's AIS and DSC capabilities keep you visible to nearby vessels. In an emergency, the MOB alert will guide you precisely to the person overboard. Whether in calm seas or rough weather, the X100 is your constant safeguard, allowing you to focus on the journey ahead with true peace of mind.

### Selling operational efficiency

For commercial operators and racers, efficiency is everything. The X100's all-in-one design, real-time data capabilities, and mobile control make complex operations manageable, simplifying communication and safety protocols into a seamless process that saves time and supports success.

■ **Example:** In commercial operations, time and order are crucial. The X100 integrates VHF and AIS functions into a single unit, minimizing equipment clutter and streamlining communication. Whether coordinating across multiple vessels or managing crew safety, the X100 enhances operational flow and efficiency.

## 8. Example questions to ask

Understanding your customers' needs allows you to align the X100's features with what matters most to them. These questions help open a dialogue that uncovers their preferences, usage patterns, and safety priorities.

**How do you typically use your boat?**

**Example:** Are you primarily using it for day cruising, offshore sailing, racing, commercial operations, or sports fishing?

**What communication or safety features are your top priorities?**

**Example:** Do you value AIS tracking for visibility, emergency response systems like DSC, or mobile integration for flexibility on board?

**Are there specific safety concerns you want to address on board?**

**Example:** Are you interested in man overboard alerts, collision warnings, or other risk-reducing features?



**Would you benefit from the ability to manage communications from multiple locations on the boat?**

**Example:** Would you like to control functions remotely, using a smartphone or smartwatch while moving around the vessel?

**How important is streamlined setup and integration with your existing systems?**

**Example:** Are you looking for an all-in-one solution that easily connects with your navigation, radar, or other systems?

**Do you anticipate needing discretion or privacy features on board?**

**Example:** Would you use silent mode for AIS in sensitive areas or competitive environments?

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