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SEAKEEPER®
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SEAKEEPER TAKES ITS COMMITMENT TO INNOVATION ONLINE

As the global leader in gyro stabilization, the name Seakeeper has become synonymous with cutting-edge technology. To give a public face to its commitment to creative innovation, the 12-year-old company has launched its new multi-media website, seakeeper.com, fresh on the heels of the introduction of its new product line.

Fully mobilized for phone and tablet, the new website introduces the basics of gyro technology with a unique and informative animation. Users can select which of the three primary navigation paths are most relevant to their needs: yacht, sport fish or commercial/military applications. Each section contains sea trial data, installation experiences and entertaining and highly-informative videos. As deep as it is broad, the site also offers a detailed technical library of spec sheets, CAD files, and installation and operations manuals.

With a desire to leverage the latest in website design and development, Seakeeper turned to Philadelphia-based King Design for this project. "Working with their team was a fantastic experience," said Andrew Semprevivo, Seakeeper vice president of sales and marketing. "Because they were able to see our products with the eyes of a newcomer to gyro technology, they translated a very technical topic into easily-understood concepts. We wanted a site that would provide the visitor a realistic,

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on-water experience of a Seakeeper-equipped vessel, and King Design exceeded our expectations."

Said Mike King, principal and creative director for King Design, "Seakeeper offers an extremely unique, high-end product that demands an emotional approach to attract attention. The new site reflects the essence of the Seakeeper experience: ease of use, stability and comfort."

Actively controlled Seakeeper gyros reduce resonant roll by 70-90% on vessels from 30' to over 200', whether at rest, slow speed or underway. Designed for both new builds and refits, Seakeeper's recently-launched range of five models fit a broad spectrum of applications, in compact designs with competitive pricing. Unlike external fins, that add drag and noise and are prone to damage, fully marinized Seakeeper systems are completely internal, quiet, easily-installed and virtually maintenance-free.

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