

NEW LOCATION IN THE PREMIER MALAYSIAN PORT KLANG

# THE AMERICAN MARKET IS FULL OF CHALLENGES

# **COLOPHON**

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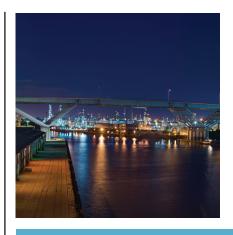
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# **PROFILE**

Alphatron Marine is a world renowned supplier of integrated bridge solutions, representing a number of major industrial brands, alongside manufacturing unique complementary products to the JRC portfolio. With full support from Centers of Excellence in Tokyo, Rotterdam, Singapore and Houston, the combined synergies bring quality and innovation to owners, operators and shipyards, redefining the future of ocean, offshore and river navigation.







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# COVERPHOTO

The new ATB push tugs Island Regent and Island Raider in combination with the double hulled barges, set a new standard for crew comfort and significantly enhance the level of safety and efficiency of the transport of refined petroleum products on the coast of British Columbia. JRC | Alpahtron Marine delivered the complete bridge consoles with all equipment for both vessels.

Read more about it in the next edition.

# ALPHATRON Human touch and innovations

We are at the beginning of a new decade in the maritime industry, facing an era with a lot of changes. The marine environment is constantly under pressure by rules and regulations to do with safety, environment as well as shortages in labour force. This is creating a new playing field. Suppliers can offer new solutions and technical aids in order to help the crew on board to carry out their job in a supported and safer way. In this era supported sailing is our goal and that is what we are up to. New products like our AlphaRiverTrackPilot make it possible to sail from Basel to Rotterdam more than 75% automatically. It is not even necessary anymore to touch the steering lever. Supported sailing also means remote diagnosis of the condition of the navigation and communication equipment via our unique J-Marine Cloud. This innovation ensures we can reduce downtime of the vessel and pro-actively carry out maintenance if needed.

Talking about innovations, I also want to mention Lynx, a new invention under development. This is an automation and connecting platform that monitors and controlls all kinds of equipment onboard a vessel. And in this magazine you will read about the new application Alpha-MINDS with which you can select different modules in order to build up the system based upon the customer's demand and budget.

Innovation is in our genes. Innovation also means setting up the company according to the 2020 business structure. Years ago we started working together with JRC to serve our customers worldwide better with products and services. Our new maintenance agreements are a good example of connecting the technical staff onboard with our technical staff. The coverstory on page 14 tells about the experiences from Jumbo, a customer since the start of Alphatron Marine, with the new agreement.

What will never change is our human touch in technology. It has been our slogan since the start of Alphatron Marine 30 years ago. Something else that will not alter either is my passion for this company. That is the reason I am back at the wheel. Being cofounder of the company I accepted to return to my position as President when our shareholders asked me to do so after CEO Bart Brom decided to leave our company for a new challenge. I took over the helm with great energy, in order to secure the way the company will develop further.



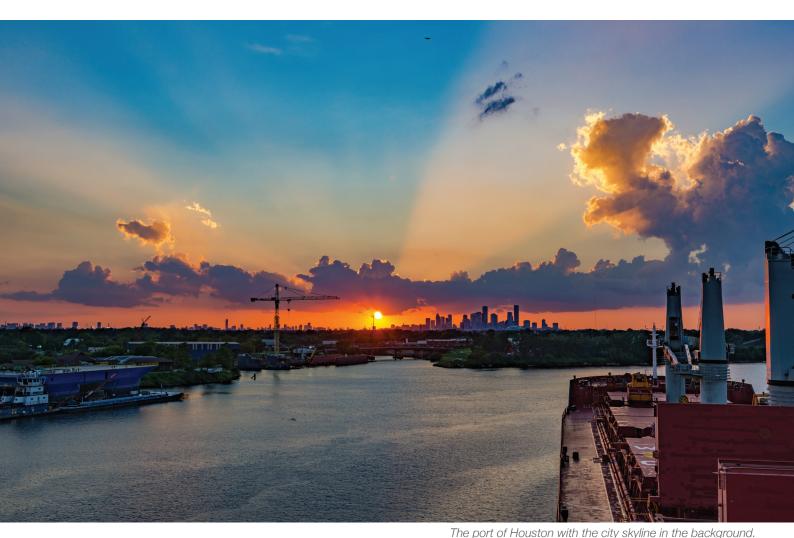
Luuk Vroombout President Alphatron Marine Group

# THE AMERICAN MARKET IS FULL OF CHALLENGES

Five years ago JRC | Alphatron Marine opened a Center of Excellence in Houston in the state of Texas.

This is the US' state with the largest global petrochemical sector, and it is also a gateway to Mexico, Canada and Latin America. In Houston you will find not only the harbors on the Gulf of Mexico, but also the largest medical center in the world – Texas Medical Center – and, of course, the NASA Space Center, which have all helped put Texas on the map. Erik van Boom, General Manager of Alphatron Marine USA |

JRC Americas Division, explains what it is like to have an office in this innovative environment.



The port of Houston with the city skyill



is an autopilot/ROT-Rudder display combination, which has been specially developed for inland shipping. It is suitable to be steered manually with the steering lever and also function as an autopilot. This combination is fitted with a rudder and turn indicator available in the same instrument.

Houston breathes innovation; that is also the experience of Erik van Boom "When at the Center of Excellence in Rotterdam in December 2017, I was asked by JRC | Alphatron Marine to lead Alphatron Marine USA | JRC Americas Division, I immediately saw opportunities. The port of Houston is one of the most visited ports in the US, with more than 20,000 ship movements annually. It is ideal for sales and service of JRC and Alphatron Marine products in the region. In Texas, quality and added value are also very important for our global customers."

#### From Alaska to Argentina

It is not only the high-quality technology
– a decisive factor in the entrepreneurial
climate in Houston – that makes it
attractive to have an office in Houston.
Its geographical location is a significant
advantage. From Texas's largest port,
located in the Gulf of Mexico, you can offer

fast and reliable service to customers in North, Central and South America. Erik van Boom: "We service the entire Americas from here, from Alaska to Argentina. In our office in Houston, we work with a team of 21 men and women. But we also have offices in Brazil and Curaçao that support us and make sure we can properly service this sizeable area."

# Interesting projects

The Center of Excellence in the US has a large warehouse. Here, parts are sent out and new inventory arrives from JRC and Alphatron Marine equipment on a daily basis. "Of course, it is much more than just moving boxes around," explains the general manager. "We are selling more and more projects. In fact, we have some nice orders to look forward to this year. These vary from passenger ships and workboats to ferries and tugboats for various customers and shipyards."

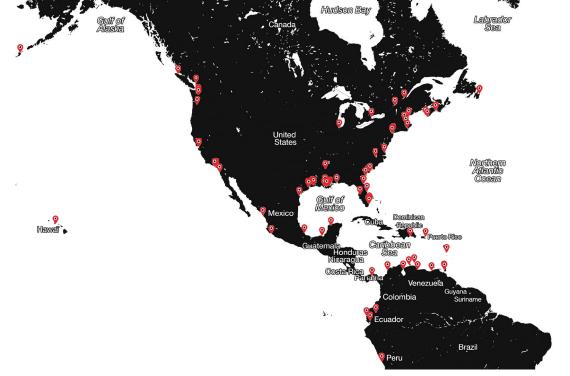
# Inland shipping

From deepsea vessels to tugboats, and from ferries to cruise ships: The shipping companies that Alphatron Marine USA | JRC Americas Division works for are very diverse. "We have also made a place for ourselves in inland shipping," says Erik van Boom. "We sell a lot of swing meters, but we would like to focus more on the pilot. Manual steering is still widely used in the US. Naturally, we see it as a challenge to introduce our great Alphatron Marine BasicTriplePilot in the inland navigation sector.

"From Texas's largest port, located in the Gulf of Mexico, you can offer fast and good service to customers in North, Central and South America."

Erik van Boom
General Manager
Alphatron Marine USA | JRC Americas Division





All service points in the Americas.

But there are also various ProLine dealers working in the Americas. This line has been specially introduced for the workboat market. These are JRC and Alphatron Marine products with a warranty period of three years."

#### **Jones Act**

This year, it is exactly one hundred years ago that the Merchant Marine Act of 1920 – better known as the Jones Act – was signed into law. The Jones Act is a federal law which requires that all goods transported between American ports are transported on ships bearing an American flag, built in the United States, owned by American citizens, and manned by citizens or permanent residents of the United States. "The law was devised to protect the American national fleet from cheap, foreign

competition. This law makes it impossible for Dutch shipbuilders to sell, repair and maintain ships here," explains Erik van Boom. "However, because the domestic market itself cannot meet the construction demand, there is a lack of specialized vessels. Just as the other multinationals, we have established an American branch so we can provide the American market with the specialist products of JRC and Alphatron Marine. In the past five years, we have proven that we can provide added value in this corner of the world, too. It's not only our great products but also our 'Rotterdam' determination, sales, service, training courses and project management that have contributed to being able to secure our place in the American market," states Erik van Boom proudly.



**HOUSTON** is home to the largest port in Texas. The development of Houston as a port city began more than a century ago. Between 1910 and 1914, the Houston Ship Channel that empties into the Gulf of Mexico was further deepened so that large ships could navigate. Due to the proximity of Texas's oil fields, large oil refineries were constructed to the east and southeast of Houston. More than 40 miles of the 84-miles-long canal is in use by the petrochemical industry.



# UNIQUE RELATIONSHIP WITH RADIO HOLLAND AMERICAS

Radio Holland and JRC | Alphatron Marine have quite a unique relationship. While in many parts of the world they are competitors, for the American markets Radio Holland is one of the largest distributors and service providers for JRC | Alphatron Marine. Recently the company also became the first ProLine distributor in Panama.

Radio Holland has service engineers in 20 locations in the Americas including the USA, Canada, the Caribbean and Brazil, with a total of 105 employees. Philip Bannerman is Regional Director Americas at the head office in Houston. "Over the years we have built a broad customer base in several segments, from governmental vessels to cruise ships and from the deepsea fleet to offshore vessels. We are always looking for ways and places to expand. Guyana for instance, where a lot of new activity in the oil & gas industry is underway," begins Philip Bannerman. "In addition to the deepsea fleet transiting the Panama Canal, we also have a base of smaller maritime companies. The professional equipment of JRC | Alphatron Marine's ProLine applicable for various sized vessels, is particularly suitable for this market. That is why, we are happy to have become the first ProLine distributor in Panama."

# JRC | Alphatron Marine solution

"Our customers often have a preference for a certain brand, especially when they can standardize across their fleet. As a multi-brand service provider, it is important for Radio Holland to have a relationship with high quality and reputable OEMs. JRC | Alphatron Marine is a well-known and popular brand in the Americas. They offer not just a product, but the technical support and product innovation which we and our customers need to keep ships running. In short, the co-operation with JRC | Alphatron Marine makes our job as installer or service provider a lot easier!", says Philip Bannerman.

## The future

When asked about the future, the regional director is optimistic: "Ship owners have had a tough time these last few years with overcapacity in the market and a need to make major capital investments to comply with emissions regulations. Despite these challenges we have seen strong customer activity from the cruise market, the Canadian Coastguard and in South America. Our activity on the US West Coast with JRC has doubled from prior years. Working with strong brands like JRC | Alphatron Marine has us well placed for the future."



Regional Director Americas, Philip Bannerman at the MIssissippi River.



A predominantly-JRC integrated bridge on a multi-purpose vessel, installed by Mackay Communications.

JEFFREY SCHLACKS, PRESIDENT OF MACKAY COMMUNICATIONS:

# "CUSTOMER FOCUS IS OF PARAMOUNT IMPORTANCE"

Mackay Communications Inc., dba Mackay Marine, is the largest high-seas service company in North and Central America, with additional locations throughout Asia, Europe and South America. The history of this company, which focuses on serving the marine and offshore sectors, goes all the way back to 1884! We spoke with the President of Mackay Communications, Jeffrey Schlacks, and asked him to explain what sets this fine company apart. And of course, we also asked him to share his experiences with JRC: a partnership of over three decades.



"JRC, however, takes a different approach to product development.

They design, develop, and test their products with the future in mind. Over the years, I have never seen a JRC product launched on the market that didn't work."

"Mackay offers the most comprehensive and cutting-edge product portfolio and competitive pricing to commercial, governmental, energy, and private industries worldwide," explains Jeffrey Schlacks. "To offer a full breadth of products, including high electronics for below decks, navigation, communications, and safety security applications, we partner with a number of leading and specialized maritime equipment manufacturers. We represent over 50 electronic equipment suppliers - of which JRC is one of our largest brands in North America."

## **Customer focus**

Customer focus is of paramount importance at Mackay's. "That is why we do not just offer our clients a

product, we offer the full package: sales, service, installation, repairs, and surveys. And we always go the extra mile to keep our clients happy. But JRC really takes customer focus to the next level. They move mountains to keep their clients satisfied. That's why they set such high standards for the companies that represent their brand. JRC makes sure their partners are properly trained and updated about the latest developments. And every year they hold an evaluation, based on a scoring system. Which is, I might add, fairly unique in the sector. But it's something we really appreciate about this partner. It not only keeps us on our toes, it also offers us an outside perspective on our company's performance. It is a concept to be admired," says Jeffrey Schlacks.



Jeffrey D. Schlacks
President
Mackay Communications

# "JRC makes sure their partners are properly trained and updated about the latest developments."

## **Expanding**

Mackay Communications operates 40 service stations worldwide, with locations in every major North American port, Panama, Brazil, and the largest ports in Europe and Asia. Jeffrey Schlacks: "And we are still expanding: not just geographically, but also within submarkets. In the period ahead, we have the UAE, South America, and South Africa in our scopes. These are all strategic locations for expediting service and delivery and minimizing travel expenses. At the same time, we are increasing our focus on sub-markets like oil and gas, fisheries, and the cruise sector. This will allow us to strengthen our position in the global maritime market, as well as expand and improve the services we offer our clients."



Innovation is key in the maritime sector. "But in the high-seas market, innovation is mostly guided by the regulatory requirements set for specific features," says Jeffrey Schlacks. "JRC, however,

takes a different approach to product development. They design, develop, and test their products with the future in mind. Over the years, I have never seen a JRC product launched on the market that did not work. Together with Alphatron Marine, they have developed the products and system integration that set the standards today - the AlphaBridge for example. What is more: they have succeeded in adapting products developed for the high seas for use in inland shipping. This forward thinking is also reflected in the launch of ProLine, which expands opportunities for smaller players in the sector. Over the years, I have seen JRC | Alphatron Marine as a competitor — we may have even copied them sometimes. But first and foremost I have always admired the company. And I am consequently delighted to have JRC as a partner on the North American market - for 30 years and counting," concludes Jeffrey Schlacks.



MACKAY COMMUNICATIONS' success story started in 1884, when John Mackay founded the Commercial Cable Company. Through the 1920s, the company operated a network of telegraph and transatlantic cables. In 1925, the firm expanded into radio communications and gradually evolved into a large, multinational company, which was ultimately acquired by ITT in 1940. Mackay was divested in 1987 and became Mackay Communications, Inc., a privately held company headquartered in Raleigh, North Carolina, USA, with wholly-owned sales and service operations around the world.

# FACTS & FIGURES

JRC | ALPHATRON MARINE RECEIVED RUSSIAN MARITIME REGISTER OF SHIPPING (RS) CERTIFICATION FOR A WIDE RANGE OF JRC PRODUCTS.

One of last year's most popular products was the River Radar.

More than 375 were sold.

This is more than ever before.

IN 2019,

JRC EUROPE
APPOINTED

HIGH SEAS SALES &
SERVICE DISTRIBUTORS,
AS WELL AS 25+
PROLINE DEALERS.

Last year JRC Europe 150 has Sold 150 JCY-1900 Voyage Data recorders.

# TWO HYBRID PATROL BOATS FOR NIGERIA



Pictures with courtesy of Shipyard De Hoop.

In the final weeks of 2019, Shipyard De Hoop delivered the first of two hybrid-engine, multipurpose patrol boats to Blue Octagon. This Israeli security firm will be using the vessel to protect ships and shipping lanes against pirates on behalf of the Nigerian government. De Hoop has contracted JRC | Alphatron Marine Netherlands to supply the hybrid patrol boats. "We delivered the navigation and communication equipment as well as Dynamic Positioning equipment for this new build-project," tells Arie van Beuzekom, Sales Manager Deepsea. "It was quite a challenge to complete the ship to fit the specific needs of the customer in a relatively short timeframe. But then it also gives you a good feeling when you are able to deliver."

# LAUNCH SILVER ORIGIN

De Hoop successfully launched the 100-guest Silver Origin at the end of last year. The custom-built ship for the Galapagos and Silversea's ultra-luxury product hit the water for the first time in the Netherlands. It is the company's first destination-specific ship featuring a team of Ecuadorian national expert guides, the highest crew-to-guest ratio in the Galapagos, an interactive basecamp, Ecuadorian-inspired cuisine and more. JRC | Alphatron Marine delivers among other navigation and communication

equipment a complete Multi-Function Display (MFD) system including Radars, ECDIS and Conning, and a complete Dynamic Positioning (DP) and Remote Thruster Control System (RTCS) from our supplier Navis.



# **ALPHAFACTS**

# HOSTMOST AND JRC | ALPHATRON MARINE MORE THAN THREE DECADES OF PARTNERSHIP

Hostmost is a well-known name in the maritime world. The company was started in 1989 by three passionate radio officers who decided to change the way users of navigation and communication were supported. Over the years the mom-and-pop shop grew into an international group with a global service network with 9 service depots stretching across Asia to North America. Tina Yang, Deputy Manager Hostmost Canada tells us about this remarkable company and its special bond with JRC | Alphatron Marine.

"Over the years globalization has brought on some exciting challenges and certainly provoked more competition in the market," tells Tina Yang about the accelerated growth of the company. "At Hostmost we believe that to thrive in this dynamic environment, we need to broaden both our product and geographic portfolio while not losing sight of superior customer

service and quality control. That is why we have continuously expanded our global footprint based on our customers' feedback. We now have service depots in Hong Kong, China, the Philippines, Canada and Singapore where we offer retrofits, repairs and new build packages for merchant and government projects. A nice detail is the

# ADDING MORE EXPERIENCE TO THE TEAM

In the last 12 months JRC | Alphatron Marine USA has been adding years of experience to their sales team. With the arrival of Strategic Account Manager Ramon Rodriguez the company has gained another 20 years of knowledge about the maritime industry.



Ramon Rodriguez Strategic Account Manager JRC | Alphatron Marine

"I started my career in the maritime industry at Mackay Marine," tells Ramon Rodriguez. "During my years at the company I learned a great deal about various aspects of the industry by working at different departments. The Warehouse, Service, Sales... You name it, I worked there. One of my biggest challenges at the company was when I worked for the World Service Group, where I was asked to set up 24/7 service worldwide. A tough job, but I liked it."

#### The job

Ramon Rodriguez joined JRC | Alphatron Marine in April of last year. "Here I am responsible for several of our most important US and Canadian dealers such as Hostmost, Radio Holland and Mackay Marine," explains the Strategic Account Manager. "It can be quite challenging. You always have to be on top of your game. Only then you can educate customers and dealers in the best way possible on all the products."





"We have continuously expanded our global footprint based on our customers' feedback."

Tina Yang Deputy Manager Hostmost fact that in Singapore we are neighbours to JRC | Alphatron Marine."

# **Special partner**

To ensure their customers can experience the best support, Hostmost works closely with trusted partners and their global offices to ensure all staff are properly trained. Tina Yang: "Of course, none of this could be possible without the support of our suppliers. JRC | Alphatron Marine is a very special partner for our company: we have been working with them since day one! That makes for more than three decades of partnership. Their technical support and aftersales service is of the highest standard. We both operate on the same commitment and business principles, making this cooperation a no-brainer."

## **Projects**

"Through our close working relationship with JRC | Alphatron Marine, we are able to win fleet-wide projects here in Canada. Most recently this resulted in a JAN-9201 ECDIS project for an Asian shipowner. But it also allows customers to try new technologies like the Navigation e-Conning Station for crew safety and to promote a more effective working environment. With new technologies like these and the rapid advances in autonomous shipping, we are excited for what is to come and supported by partners like JRC | Alphatron Marine, we are ready to learn and adapt as the industry evolves," concludes Tina Yang.

# SUCCESSFUL WORKBOAT SHOW CONCLUDES WITH SIGNING OF DEALER AGREEMENT

At the end of 2020, JRC | Alphatron Marine and BlueTide have signed a new Deepsea dealer agreement with access to ProLine products. It was on the last day of the successful Workboat Show in New Orleans that Shaun Smith, VP of Operations at BlueTide and General Manager a.i. Erik van Boom put their signatures on the contract. BlueTide has been providing industry-leading expertise and service to the commercial VSAT communications market since 2009. Shaun Smith: "We are pleased to be able to count JRC | Alphatron Marine as our partner. The products are familiar to us and to our customers. We will be investing in trained service engineers and take in stock so we can deliver quickly. JRC | Alphatron Marine have now the opportunity to outsource service and we can operate in more diverse market segments. We really see this agreement as a win-win situation."





# COVERSTORY

# THE FAIRPLAYER

Fairplayer caused quite a stir during the most recent edition of the World Port Days in Rotterdam, a stone's throw from its home port of Schiedam. The cover image of our previous issue showed the ship, which is part of the Jumbo fleet, in full splendor. Clemens van Velzen, Purchaser at Jumbo, explains what makes this DP2 vessel with a fixed helideck so special. In addition, he tells us a bit more about JRC | Alphatron Marine's maintenance contracts for Fairplayer and other vessels in the Jumbo fleet.

The Fairplayer is one of the dedicated vessels for offshore operations. Jumbo operates a versatile fleet of in-house designed heavy lift vessels with lifting capacities ranging from 650 to 3,000 tons. The company has been developing pioneering solutions for ocean transportation for more than half a century. It all started in the late 1950's when the container and the pallet were the most remarkable innovations in ocean transportation. Jumbo's founding father Hans Kahn had a more insightful vision. He developed a concept to handle those pieces which did not fit into a container or on a pallet. Until that time, heavy lift cargo was carried using whatever equipment was available and often as an afterthought. "Hans Kahn saw the opportunity to address a virtually untapped and emerging market and this vision led him to focus on the needs of the heavy lift transport industry. The Stellaprima, and its four, 12-ton derricks, was a remarkable innovation

for her time. From that moment on, in 1968, Jumbo became a pioneer in the heavy lift shipping industry," summarizes Clemens van Velzen the history of Jumbo.

#### **Dedicated offshore ship**

Jumbo's ships travel all over the world. "For example, this spring, Fairplayer started working off the coast of Brazil. Here, the ship will be launching so-called 'torpedo piles' into the seabed, which will be used to anchor other vessels." says Clemens van Velzen. Over the years, he saw Jumbo steadily develop and grow along with the market and expand its horizons. "In the case of Fairplayer, for example, which was built in 2008, this means the vessel is increasingly used for offshore. Whereas previously - like its three sister ships - Fairplayer also served as a heavy-lift vessel, it is now mainly deployed as a dedicated offshore installation vessel. We attach a lot of importance to innovation at Jumbo. This is a core value that we share with JRC | Alphatron Marine. We have already been working together for 30 years."

#### **Maintenance contracts**

"As a shipping company, you want to be confronted with as few contingency costs as possible," continues Purchaser Clemens van Velzen. "JRC | Alphatron Marine has been handling the maintenance of our ships ever since the company was established. Last year, the maintenance contracts that we entered

into with JRC | Alphatron Marine were optimized and expanded with an annual GMDSS. And we are very happy about this. We know exactly what to expect in terms of expenditure; we won't be getting any unforeseen invoices along the way – unless specific equipment needs to be replaced. In addition to our account manager, we now also have a fixed contact for service, which is quite convenient. An additional fact is that three decades into our partnership, we tend to be on the same page. And

that makes the cooperation much easier," concludes Clemens van Velzen.

#### **VESSEL PARTICULARS**

DP2 Heavy Lift Crane Vessel

Length: 144.1 m Breadth: 26.7 m Depth: 14.1 m Draft: 6.0 m/8.1 m Accommodation: 75 POB Sikorsky S-92 Helideck: Transit speed: 17 Knots 2 x 900 t revolving Mast cranes:

Heavy lift capacity: 1,000 t (offshore)

1,800 t (calm water/harbor)



Picture with courtesy of Jumbo.

# DEPARTMENT MAINTENANCE CONTRACTS "THE MAIN OBJECTIVE IS TO ENSURE THAT VESSELS ARE 100% OPERATIONAL."

In November 2019, our Global Customer Support Center in the Center of Excellence The Netherlands became operational. One of the departments that works at the new Center is Maintenance Contracts, where a dedicated team provides service to no fewer than 250 ships under preventive maintenance contracts and around 600 SBM certificates that are issued annually. The Service Coordinators closely monitor all vessels via Ship2Report on large plasma screens. "At the Center, we plan our service activities around the world, and our clients now have a single contact point to turn to. While we do not physically man our desks around the clock, we can be reached 24/7," says Sales Manager Maintenance Contracts Ageeth van Rees.



"The members of the Maintenance Contracts team previously worked at a number of locations throughout the company. Now that we are all working from the same spot, we can operate even more efficiently. We have short lines; we are constantly communicating about the current services and agreements," says Ageeth van Rees. "The main objective of the Maintenance Contracts department is to unburden our customers – the fleet managers, superintendents and crew – of any concerns they may have."

## 24/7

"Our technicians perform onboard Health Checks, which we use to make an optimized inventory of existing navigation and communications equipment. Based on these data, we then issue recommendations about the service life and replacement moments for this equipment. This is all done to ensure that vessels are 100% operational," explains Ageeth. "Since we accept contracts for ships of all shapes and sizes – and, as a result, equipment of all shapes and sizes – our dedicated coordinators are constantly working to find the right parties world-wide for handling the required services.

Of course, we prefer to engage our own JRC | Alphatron Marine local branches and service engineers wherever possible. But whatever we decide on, relieving our clients' concerns and delivering the most efficient service possible are always our top priority. In practice, this means that you can reach us 24/7."

# Major international players

The terms of the maintenance contracts vary from 2 to 12 years. "We have contracts with major international players in the sector. From orange juice transport, dredging firms, heavy-lift shipping companies, one of the world's largest tanker shipping lines, and Rijkswaterstaat, to supply companies for offshore wind farms. TESO, the ferry service between Den Helder and Texel, has also been a contract client of JRC | Alphatron Marine from day one. After all, suspending this ferry service is not an option. Faults need to be cleared immediately," says Ageeth. How the client experiences the renewed department can be read on page 14. Clemens van Velzen, Purchaser at Jumbo, tells us about the maintenance contracts Jumbo has entered into for Fairplayer and other vessels in the Jumbo fleet.

Picture left: The Texelstroom of TESO, one of the contracted vessels. Picture with courtesy of TESO.

Picture right:
The team at the Global Customer Support
Center with (back row from left to right):
Patrick Gobina (Service Coordinator Contracts),
Sybrand Stam (Technical Advisor/Service
Engineer) and Frans Steenbergen (Global
Manager Maintenance Contracts),
and (front row from left to right)
Fiona van Dijk (Service Coordinator Contracts),
Ageeth van Rees (Sales Manager Maintenance
Contracts), Karin Boom (Maintenance Contracts
Administrator) and Ilse Kant (Maintenance
Contracts Administrator).



# **ASIA PACIFIC MARITIME**

JRC | Alphatron Marine will present at the postponed Asia Pacific Maritime in Singapore, which will now take place from 30 September - 2 October 2020. APM gives 15,000 visitors the opportunity to spend three days connecting with decision makers and sharpening their understanding of the industry in Asia. It is the premier exhibition and conference in Asia showcasing a complete overview of the vessel sectors. Services and solutions, vessels equipment, technology, machineries, supplies, and many more. In the next edition we will give you more information on what you can expect at the stand of JRC | Alphatron Marine at the APM-exhibition.

Asia Pacific Maritime
30 September - 2 October 2020
Marine Bay Sands, Singapore
Stand number: E-N26



# TRAINING IN THE USA

Engineers Mark Looi Kamant and Choy Peng Fai traveled from Singapore via Dubai to Washington, USA. They made the long journey for four days of intense training at the SES Media Port Building. "Here we learned everything about Orbit Ocean TRx7 VSAT. The course was to get us familiarized with the hardware of the ADE and BDE of the TRx7 VSAT in terms of block diagram structure," the engineers explain. "The hardware block diagram of the TRx7 VSAT on the path of transmission and reception was being emphasized as the core material to learn in this course. At the workshop we got to observe the dummy antennas and identify the different units mounted on it. We were also able to practice

moving the antenna by hand, as in work it is required to get it to the right lateral position and elevated angle needed for access to certain units in the movement restricted enclosed space."

The engineers can talk for hours about the details they have learned. "Our trainer Alan Jones also told us that the Orbit

# SERVICE SALES MANAGER WAN HAIRI

"MY JOB ENABLES ME TO UNDERSTAND THE NEEDS AND CONCERNS OF OUR CUSTOMERS."

In Singapore it is mandatory for a male citizen to serve 2 years of National Service. During this period, Wan Hairi crossed paths with several naval officers who worked offshore to keep Singapore waters safe. "They often shared stories about their time on board naval vessels, which sparked an interest in me to learn more about marine engineering," starts Wan Hairi. After his National Service, he joined the shipbuilding sector working at a shipyard. In 2018, he started a new journey with JRC | Alphatron Marine as Service Sales Manager.



"During the early stages of being a Service Coordinator, daily life was very hectic," tells Wan Hairi. "This was because of non-stop service requests via e-mail and multiple phone calls from ship owners, ship managers, ship agencies and service partners. I was handling local services, where vessels would come into Singapore waters for various reasons like maintenance, repair/service and annual surveys for bridge navigation and communication

equipment." After one year working at JRC | Alphatron Marine Singapore, Wan Hairi was given the opportunity to embark on a new journey as a Service Sales Manager. "The visits to the offices of customers and service partners, and going on board from time to time to offer direct assistance to a ship's crew when necessary became my next challenge. And it feels good to meet people whom I previously only

had contact over e-mail and phone. It enables me to understand their needs and concerns better. In turn I can motivate my team and perform better for the next opportunity," ends the satisfied Service Sales Manager.

antennas have survived hurricanes on cruise ships, whereas the other brand VSAT antennas were found in the swimming pool. It was a very interesting training for experienced VSAT engineers!" conclude Mark Looi Kamant and Choy Peng Fai.





Engineer Mark Looi Kamant (left) and one of the trainers (right) during the training.





# MARITIME MIND

In the shipping industry digitalization has become commonplace. Internet of Things (IoT) is changing industries across the board. In shipping IoT is used to monitor the total vessel, but also for smaller pieces of equipment onboard. Digitalization is about energy savings, more efficiency and safety.

The world has changed since JRC was founded in 1915. For more than a century JRC has been producing high quality products. Most of our products are sensors and processors, designed and produced in Japan. The professionalism in management and high quality of products are embedded in our culture. Principles that stand to profit, but at the same time we have to change, to innovate in quick succession. We have started collaboration with external partners when it comes to new technologies, different knowhow, comprehensive service, data base analysis, and software developments. And Alphatron Marine is one of the key partners in this time of innovation.

The digitalization of the bridge attracts a lot of attention nowadays. Accurate sensor data from navigation equipment make it possible to sail with Augmented Reality and in the near future to sail autonomous. In the meantime more and more can be managed from the shore. An example is the new software services called Smart Ship Viewer and J-Marine Cloud NeCST, launched by JRC in 2019. On pages 26 and 27 we explain how we provide shipping companies status of bridge equipment through our cloud server.

Despite the revolutionary changes in technique, some things never change. At the end it is the human thought and action that makes the difference. Corporate culture is a vital factor to determine people's behavior and to support the realization of a strategy. At JRC | Alphatron Marine we expect clear commitment and accountability from our colleagues. We all have a social responsibility to support the safe sailing of more than 10,000 ships. Although the digitalization goes fast, the maritime mind is part of our competence. In the end it is all about the human touch. We will never stop listening to our customers requests.

It is a challenge to keep eyes on movement of maritime industries and to be flexible in our product portfolio. But I am so excited to be witnessing and be a part of this maritime evolution.



Reiji Miwa
Vice President
Alphatron Marine

# RIJNHAVEN MARINA: STROLL PAST SUPER-YACHTS IN ROTTERDAM

The Rijnhaven Marina. Directly behind the Luxor Theater, Rotterdam will be gaining a new jetty with 40 to 50 berths for larger yachts that have been built in the region as well as existing vessels from the Netherlands and abroad. And of course, the marina will also have a boulevard to stroll along, and a dedicated terminal. A fine new attraction for the city of Rotterdam, as well as an attractive asset for yacht owners, shipyards, and suppliers. We at JRC | Alphatron Marine warmly support this new initiative.

"Just like the Rotterdam Maritime Board. the Port of Rotterdam Authority, Damen, Zeelander, Kotug/Rotortug, KRVE, De Haas, EBT Yacht panels, and Maritime by Holland, we are involved in the realization of Rijnhaven Marina," says Gerard van den Baard, General Manager Sales at JRC | Alphatron Marine. "It has become a global trend that attractive world cities, like Rotterdam are becoming part of International sailing routes for yachts. The city is a perfect port of call for yachts sailing between the Mediterranean and northern destinations like the famous Northwest passage. The marina is located in the heart of the city and, apart from the Rijnhaven Bridge, has a direct connection with the North Sea. It is an attractive location with beautiful surroundings in full development. Here, almost around the corner of our JRC | Alphatron Marine head office the yachts can get serviced by us on any navigation or communication solution onboard and/or get serviced on other solutions onboard from the many maritime companies that the city of Rotterdam has to offer."



Artist impression with courtesy of Rijnhaven Marina Project.

# A stage for innovations

The parties behind this initiative want the project to be a pioneering example of sustainable design, with features like shore-based power, for example, and the ecologically friendly collection of ballast water. Rotterdam has the ambition to internationally play a leading role in the field of sustainability. Making international

shipping and nautical service sustainable is an important and very visible aspect of this. In the Rotterdam region many innovations are taking place to make shipping more economical and cleaner. The marina will serve as a stage for these innovations in yacht building, nautical services and other maritime segments.

# JRC CLOSER TO THE CUSTOMER



Japan Radio Company and Alphatron Marine: Two brands with endless possibilities. Since the start of their strategic partnership in 2014, they have continued to build on the synergy and knowledge of both companies. This has led to new products, more locations around the world, and Centers of Excellence on various continents. For JRC and Alphatron Marine, however, global entrepreneurship anno 2020 still means literally being close to the customer. After all, innovation and quality can only be guaranteed if you listen to and brainstorm along with the end user. 'Think global, act local' is the motto. Jeroen Kortsmit, General Manager of the JRC Europe Division at JRC | Alphatron Marine explains how this is put into action.





Founded in 1915, JRC is known worldwide for its triple-A products. But to keep the strong name on the European market, we have to invest in the relationships with our distributors and customers. Thanks to collaboration with the Dutch company Alphatron Marine, however, JRC was able to find a better position in the European market. And vice versa, Alphatron Marine has conquered territories outside of Europe with the help of JRC. "Together, we seem to be able to significantly expand our global market share. But we are also both convinced that, despite the global character, we must remain close to our customers. For existing Alphatron Marine and JRC customers, and naturally for our new joint customers," says Jeroen Kortsmit.

#### JRC: local service - worldwide

Providing local service around the world is a challenge, of course, but it is possible with the company's current technology and means of communication. "And with our strong service network, for which we rely on our extensive distributors network, with locations along all busy shipping routes," adds Jeroen Kortsmit. "With a dedicated JRC Service department we are able to provide a single point of contact for ship owners with installed JRC equipment. Even though we started only a few weeks ago,

we can say that our customers find us really well and are pleased with the short communication lines and the best advise and service they can get. And by being so involved with the operations of the vessels, we are also able to perform preventive maintenance. We re-introduced the JRC Europe Service department in our division, close to our sales department. Because there is 'no Sales without Service and no Service without Sales'.

## **Quality incentive**

Apart from the service, JRC has also tightened its distributor criteria. Jeroen Kortsmit explains: "We have established a new contract for our network of distributors. With the criteria for a network and program, based on quality instead of quantity, we provide a quality proposition that also brings JRC closer to the customer and even the end-user." JRC also continues to develop itself on the marketing intelligence side. "Where do the ships sail? Where are they built, and for which shipping companies? And what about their orderbooks, fleet details, installed equipment and service history? When you have a good insight in the market, including future developments, you can coordinate and develop your service & sales activities. There are still some countries where we could have more of a presence, such as in

Africa, which has a very long coast full of small ports," he adds.

#### Sales and service

"When our customers call us, they must be immediately understood," the general manager states. "When they have a question for us, sales or service related, we advise them in a professional way. Our goal is to offer the service that the customer expects to receive, managing expectations. We train our distributors to offer the first line of support for their customers themselves. We provide them with commercial product trainings, which will increase the success rate on sales. Technical product trainings benefit to local technical support. Finally, we are able to assist customers around the world because of the close collaboration with our Centers of Excellence. The solution to a problem is always close at hand," concludes Jeroen Kortsmit.

# JRC EUROPE INTRODUCES SIMART SERVICE

The ever-expanding service and client roster of JRC Europe, resulted in the creation of SMART Service. This international network of JRC | Alphatron Marine companies offers the company's customers Service, Maintenance, Assistance, Retrofit and Technical solutions either by themselves or through our distributor network. By collecting and sharing data within this network, JRC Europe can pro-actively approach their customers and offer targeted, high quality service.

JRC has a wide variety of resources available to support service needs in the most efficient way, 24 hours per day, 7 days a week. Depending on the vessel's location, technicians' availability, as well as the complexity of the service request, JRC Europe chooses the best service solution available. With this service JRC wants to maximize the First Time Fix Rate (FTFR) against lowest cost for the customer.

the highest level by the manufacturer. Information, such as the ship's service history, is shared through a centralized database. Technical details and service proposals are transferred to the local engineers of a JRC office or to one of the company's distributors worldwide. This way JRC Europe brings the quality of service to its customers to a higher level.

The SMART Service is for JRC another step closer to the customer.

#### **SMART Service network**

The SMART Service network consists of JRC offices, which are trained to

# JRC'S SMART SERVICE OFFERS

200+ service depots

100+ JRC certified service partners

750+ JRC certified engineers

12+ Class Society approvals within service network

2000+ JRC | Alphatron Marine spare parts available from stock 24/7

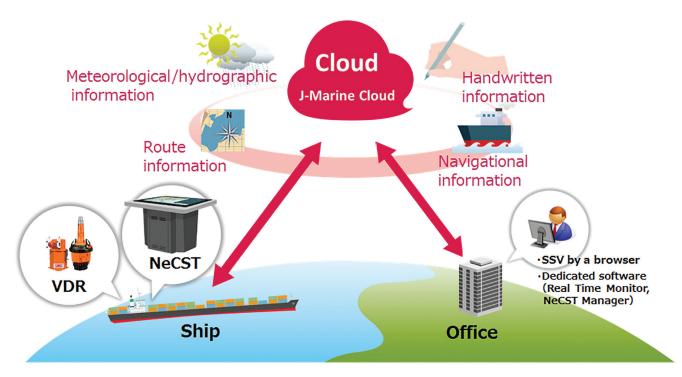
For more information contact JRC Europe service department: service@jrc-europe.com







# **SMART SHIP VIEWER**



In this age of information, JRC offers customers a new web based information service named J-Marine Cloud. It is a total of services that are intended for the safe and secure smart navigation management by providing a greater variety of contents. An important part of this service is the Smart Ship Viewer (SSV).

The SSV, Smart Ship Viewer, as one of various applications with JRC's VDR/S-VDR and the J-Marine NeCST (Navigational electronic Conning Station Table), enables shipping companies to check the status of bridge equipment worldwide via satellite link. The service contributes to preventive maintenance and to save your time for navigational audit. The SSV can be activated with standard hardware component and Inmarsat-FB or VSAT connectivity.

#### **Fleet Viewer**

This ship monitoring service allows the user to track the ship's position and

diagnose navigation and communication equipment from the user's office ashore.

## **Ship Management**

Nautical information acquired by JRC's Voyage Data Recorders can be shown on SSV and even a download of historic data is possible. This can all be done by remote access without any intervention of the crew.

#### **Voyage Archive**

Navigational plans and notices created by using J-Marine NeCST, are shared with other J-Marine NeCST's on other vessels. This improves integrity of planned route and reduces navigational work along the same route.

## **Emergency**

In case of an accident such as fire or water ingress, an emergency alert is sent to shore by J-Marine NeCST. This alert can contain various information like drawing and checklist, that help the office ashore to know more about what is happening and offer support for quick decision and proper actions.

For more information about the Smart Ship Viewer, please contact: sales@jrc-europe.com

# **EUROPEAN DISTRIBUTORS MEETING**

JRC | Alphatron Marine has an extensive network of distributors. During the Europort exhibition in Rotterdam last November, the company welcomed its European distributors on board the MS Oscar Wilde of Scylla Cruises, for a presentation strategy and the latest developments. But it also gave them the opportunity to see the company's products in action and of course to meet face-to-face with colleagues from the industry to share experiences and discuss problems. We talked to several of JRC | Alphatron Marine's distributors about their relationship with the company and the market.



Maria Mathioudaki Managing Director Space Electronics

"From the beginning, more than 40 years ago, our company has been working with important and reliable Japanese makers. This led to a successful cooperation with JRC | Alphatron Marine. The Greek market in which we operate is constantly changing, and so are the demands. Space Electronics and JRC | Alphatron Marine are both companies that respect and listen to their customers, and are able to adjust when they see a (new) demand. JRC | Alphatron Marine cooperates closely with its distributors to get the insight needed to respond effectively to the new requirements, and in return they are helping and supporting us. Special events like this distributors' day are a part of this and a valuable motivation for us."

"With the world getting smaller and everything needing to be cheaper, the market is getting tougher. This creates issues in any partnership – also the ones JRC | Alphatron Marine has with us as distributors, and we need to handle these issues as they arise. This Distributor's Day where you can meet face-to-face and discuss such issues is a good idea and hopefully beneficial to all distributors. There is always room for improvement from all sides. Our company in the maritime capital of Denmark, Svendborg, has been a dedicated JRC dealer since 2001, and we want to continue and grow our mutual business."



Jes Rosenberg
Sales Director
NAVTEAM



Emanuele Burlando Managing Director Generalmarine

"Our cooperation started well with several newbuild projects for which we received all the necessary training and assistance. Generalmarine has almost 50 years of experience on the maritime market, providing products and service to the Italian fleet. But our partnership with JRC | Alphatron Marine is fairly new: we have been cooperating for 3 years and two years ago we have signed an official agreement, enabling us to complete the package we offer our customers. Now it is our turn to assist JRC | Alphatron Marine with finding the right numbers in our territory."





"This distributor's day was our first event and I can honestly say it feels like we have been welcomed into the family. A family where matters can be discussed and support can be found. Tefin has been providing full service, ranging from engine control room to wheelhouse, to the maritime industry for over 22 years. As from this year we are a new dealer for JRC | Alphatron Marine, based in Napels, Italy. Just like everybody else we are operating on a market that is far from easy, but with a partner like JRC | Alphatron Marine we are even more confident we can improve sales and service in our area."



Angelo Minieri
General Sales Manager
Tefin



Edward Pribytkov Owner Marinea

"JRC Europe has gained a stronger focus on the Russian market and is re-introducing RMRS-approved navigation and communication equipment. This is because of recent developments like fleet renewal programs and governmental approvals on equipment. We are helping the company with this reintroduction, because local regulations prevent easy import and sales. Our companies are still in the early stages of this cooperation, but there is a clear line of (open) communication and an excellent form of support. Combine that with the developments on the market and you can see the potential."

"NOVA Electronics has been representing most well-known manufacturers of high quality marine equipment since 1988. The key elements to the good partnership with JRC | Alphatron Marine is respect, support and good communication. You may run into problems, but we discuss them and at the end of the day you walk away with a solution that is best for everyone. As partners you also look out for each other. That can be by offering support, but also by providing information. It is something you also do for your customer. By asking them not only what they want, but also what they need, you can offer a total solution. For us this has led to many orders in the Greek high seas market for newbuilds."



Vassilis Kokkotis
Sales Director
NOVA Electronics



George Daratzis Sales Manager TNL

"We really appreciate the fact that the people at JRC | Alphatron Marine are very open to their distributors. On events like this they lay down their strategy and explain what and why they expect certain things from us. And when doing this face-to-face, you establish a real connection. In the end the person that benefits most of this, is the customer. Only when there is no interference and all things are clear, you can provide your customer with the best solutions and the best service. Our company has been a distributor of JRC | Alphatron Marine for about 5 years now. TNL has been able to grow exponentially on the Greek market thanks to this cooperation. We can offer our customers a broad spectrum of products, from VHF to Gyro compasses."



JRC Marinfonet Directors from left to right: Nobuhiro Yoshikawa, Osamu Yano - President, Toshi Amemiya and Hajime Hirota.

# JRC MARINFONET CELEBRATES ITS 20TH ANNIVERSARY

JRC Marinfonet was established in 2000 as a 100% owned subsidiary of JRC. The aim was to develop Annual Maintenance and Information Communication Services for JRC's Marine Electronics equipment that is installed onboard vessels all around the world. This year JRC Marinfonet with its 93 staff members is celebrating its 20th anniversary.

From their offices in Tokyo and Osaka JRC Marinfonet has been providing customers with Preventive Maintenance Services for JRC products. This is done through periodical checks and prompt repair correspondence services, that have

gained trust in the past years. "Our mission is to keep customers happy by providing high quality service from a global standpoint," states Osamu Yano, President of JRC Marinfonet. "We make maximum effort to fulfill this mission."

## A brief history

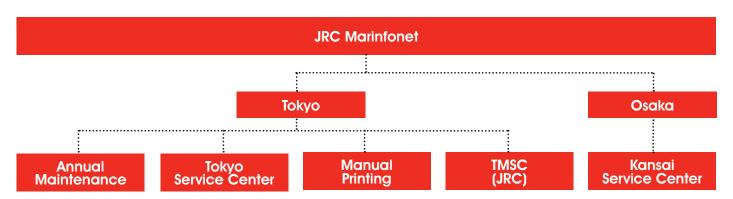
The company was founded in 2000 under the name Marinfonet. In December of 2006, a merger took place with Marintech, a maintenance service company for JRC radars. But it was not until July of 2011 that the name was changed to JRC Marinfonet. And with a change in name came a change in logo.

# 2019: Start TMSC Operation 2019: Start TMSC Operation 2015: Start Manual Printing 2014: Kansai Service Center opens 2011: JRC Marinfonet with new logo 2006: M&A Marintech 2000: Established as Marinfonet

#### **New offices**

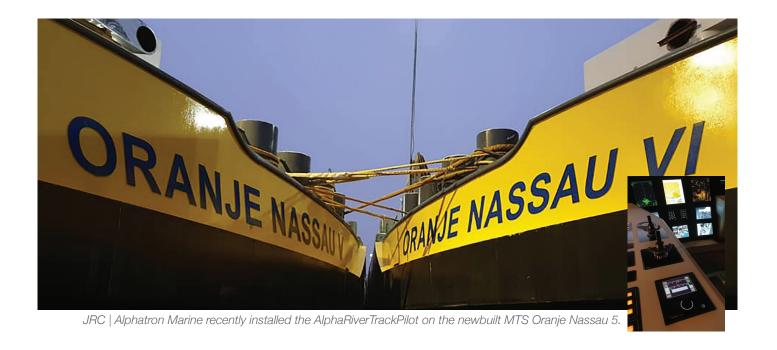
Three years later a new Kansai Service Center was opened in Osaka, the second largest city of Japan. After the addition and implementation of the Manual Printing business for JRC equipment, JRC Marinfonet's headquarters moved to JRC's Tatsumi office in Tokyo in May 2015. Because of an organization change at JRC, the functional responsibility for TMSC (Tokyo Marine Service Center) and the spare part warehouse management were transferred last year. "In collaboration with JRC, JRC Marinfonet will continue to provide good service to its customers," concludes Osamu Yano.

# **Organization**



# **ANNUAL MAINTENANCE SERVICE**

JRC Marinfonet has a policy that operations of contracted vessels should be maintained to a maximum extent. To achieve this, JRC Marinfonet takes all measures against equipment failures, and responds to the failures with the best efforts. Annual Maintenance Service leads to resolution of existing problems on maintenance and repairs of radio equipment and navigation equipment.



# ALPHARIVERTRACKPILOT IS VERY POPULAR ON THE EVER-GROWING INLAND SHIPPING MARKET

From newbuilds to retrofit. The inland shipping market is still growing. JRC | Alphatron Marine never sold as much river radars and pilots as they did last year. Popular are the JMA-610 radar and the AlphaRiverTrackPilot. Peter van Veen, Manager Inland Shipping JRC | Alphatron Marine Netherlands, tells about this ever-growing market.

"Talking of newbuilds, passenger shipping continues to be the primary market. We see it both nationally and internationally in our sales. But we also see an increase in our marketshare in terms of equipment of tankers," says Peter van Veen. "One of our showpieces is the JMA-610 which is able to convert the radar screen into a multifunctional display system without limitations. This river radar is designed to seamlessly fit into our multifunctionline concept."



The AlphaRiverTrackPilot is another major invention in inland shipping. It is a fully automated course and track control system for the inland shipping segment that allows a ship to sail along a predefined line. Peter van Veen: "We are getting very positive feedback! The biggest advantage is the calm that one experiences while sailing. Compared to a normal river pilot, the AlphaRiverTrackPilot will calculate the required rudder output for the steering of the vessel as well as to compensate for drift. Assisted by our proprietary compact joystick control panel, the captain can derive from the preset line and make small adjustment while following the mapped course of the vessel." At shipping company Scylla the AlphaRiverTrackPilot is now standard equipment on their newbuilds. "We have also installed this pilot on a series of new tankers. But there is also interest from owners of existing ships. It does not take much time to integrate a pilot. If the equipment and cables are already in place, then it is a matter of 1 or 2 days on board for us to be able to do a trial," ends Peter van Veen.

# ALPHATRONTHE JOB BEN VAN DER ZAKEN SERVICE ENGINEER INLAND



When he was a kid, Ben van der Zaken already enjoyed being on board his grandparents' dry bulk vessel. He was fascinated by the variety of goods they transported by water, and how they did this. So after obtaining an MBO-Level 3 degree in electrical engineering, it seemed only logical to Ben that he had look for a job that combined technology and shipping. And as an Inland Shipping Service Engineer at JRC | Alphatron Marine, Ben definitely feels like a fish in water.

"Without a working radar, a ship will not sail at night or in a thick fog. And without a working pilot, a vessel's schedule will also be put on hold! The thing I like most about my job is that a ship can continue its voyage after we have solved the problem," explains an enthusiastic Ben van der Zaken. "In our profession you also have to take into account the wishes of the ship owner. What is his or her perspective? How can we determine possible improvements to the nautical equipment together? After all, every piece of equipment is crucially important for shipping. At JRC | Alphatron Marine, we can only find the right innovations by paying close attention to what users tell us. It is a great process to be part of!"

## No job is the same

Every day is different for the Service Engineers at JRC | Alphatron Marine. "Each problem or project is unique, each vessel is different and everyone you meet on the job is different too. For example, on Monday, I may drive off to France in a packed car and come back on Wednesday. And then on Thursday, I am working on my administration, and on Friday morning, I could be asked to solve a minor problem onboard a ship moored at the quay in front of our headquarters in Rotterdam. And you can never say beforehand how long a job will take whether it is adjusting a pilot or radar or installing an AlphaRiverTrackPilot and putting it into operation. A problem is a problem until it is solved! And only then, we will disembark the vessel," is how Ben sums up a typical work week.

## **AlphaRiverTrackPilot**

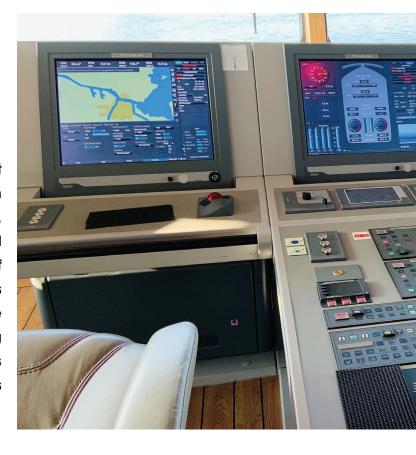
Of course, as a technician, Ben is familiar with all JRC | Alphatron Marine's navigation equipment. One of his personal favorites is the AlphaRiverTrackPilot. Ben: "This pilot steers the vessel along a predefined line, which can be set in the captain's routing system. I really enjoy the positive feedback we get from our customers about this system! One thing they often tell us is that it makes navigating far more relaxing. Our system takes over on the longer, often monotonous distances, so the captain can carry out a monitoring role – saving time for other things like answering email, arranging new work assignments or even enjoying a guiet meal with the family while the vessel is en route. And this offers considerable added value," says Ben, who, when he is not working in his exciting job, also likes spending time with his wife, daughter and pets. "I definitely enjoy life! A nice meal and some drinks with family and friends, making music, writing song lyrics. I find it incredibly relaxing when I have time off," concludes a satisfied Ben.

# ALPHATRON MARINE IS LOOKING FOR INSTALLATION AND SERVICE ENGINEERS.

Interested? Look under 'vacancies' on our website: www.alphatronmarine.com

# REFIT EIDSVAAG OPAL

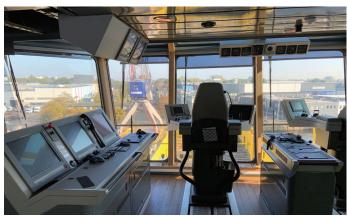
Eidsvaag Opal is one of the six supply vessels built in 2013 by Damen at its shipyard in the Romanian port of Galati. The type PSV 3300 CD supply vessel, which was originally named World Opal, only worked for one year in Brazil before being taken out of operation. After that, the ship lay idle for four years in Norwegian waters, until it was acquired by the shipping company Eidsvaag, which will be using the vessel to transport fish feed. Miro Zovko, Sales Manager Deepsea at JRC | Alphatron Marine, tells us a bit more about this interesting refit.



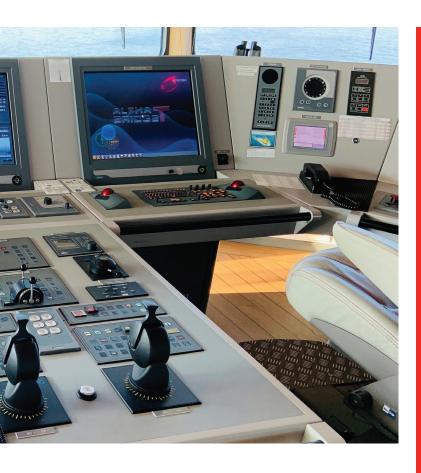
There can be all sorts of reasons for a refit. In some cases, the navigation and communications equipment no longer works or has become obsolete and needs to be replaced. A vessel gets extra equipment in connection with a special project, or it can be assigned a different function and/or start working in a different region of the ocean. "In each of these cases, our challenge is to supply the required equipment as quickly as possible and get our engineers on board for installation and commissioning," explains Miro Zovko. "Eidsvaag Opal is already provided with an AlphaBridge, but since the

vessel was laid up for some time in the cold Norwegian climate, a sizeable share of the equipment was due for replacement. The ship had been exposed to strong temperature fluctuations, which had affected a lot of the electronics. In addition, the vessel will be lengthened by 5 meters (16.4 ft) and widened by 2 (6.6 ft). And it will be fitted with new cranes. Since the ship will be loading and unloading from the side, it also needs a compulsory DP system along the side wing," is how Miro Zovko sums up the various changes. "In early 2020, we performed an extensive pre-survey, during which we recorded the sta-





# ALPHATRON NETHERLANDS Marine



tus of all current equipment. Besides replacing a variety of navigation and communications equipment, we will also be handling an expansion on the ship's bridge." The ship, which is being converted at Damen Shiprepair's facility in Amsterdam, needs to be completed and ready to sail to Norway by June. "Eidsvaag Opal is a great refit job. And who knows, maybe we will be asked to refit other supply vessels from this series too," concludes Miro Zovko.

# **REFIT SPECIFICATIONS**

- Replacing magnetrons in the radar/scanner units
- Replacing 6 MFD computers and add 1 extra computer
- Replacing all front panels of the ship's consoles and displays
- Replacing the JCY-1900 VDR
- Updating the telephone switchboard
- Replacing the public address system
- GMDSS items
- Replacing 2 searchlights
- Replacing the CCTV system

# JRC | ALPHATRON MARINE STARTS YEAR BY RELOCATING TO LARGER PREMISES IN NORTHERN NETHERLANDS

As of January 1, 2020, JRC | Alphatron Marine has moved its Northern Netherlands office to the industrial port of Harlingen. With this new location in the heart of the port area, where ships move in and out of the harbor, JRC | Alphatron Marine can provide its clients with even better service. JRC | Alphatron Marine kicks off the year 2020 with a new office in the northern Netherlands. Over the past few years, the company has expanded so rapidly that it has been required to relocate to a new building nearly twice as large in Harlingen's Industrial Port. "From this new office, we can provide even better service to our clients in the northern Netherlands. We have our own



warehouse, which allows us to keep delivery times for our products as short as possible. In addition, our new location is even more prominent, allowing us to increase JRC | Alphatron Marine's visibility in the region," explains Maerten van Uggelen, Manager of the Alphatron Marine North team.

Alphatron Marine North
Korte Lijnbaan 25, Harlingen

# INTELLIGENT MARITIME CLOSED CIRCUIT TELEVISION SYSTEMS

In the previous edition of the JRC | Alphatron Marine Magazine we have published about the heat detection cameras on board the RoRo vessels of Stena Line. A form of fire prevention that is an improvement for the entire maritime industry and anticipates legislation. The new AlphaHeatDetectionSystem is an example in the field of Maritime Closed Circuit Televison systems (CCTV).



"Based upon more than 30 years of experience in the field and the ongoing demand for intelligent CCTV systems on board all kind of vessels, we have extended our portfolio with intelligent IP camera solutions following our collaboration with HikVision, a provider for innovative security products," starts Vince van den Belt, Maritime IT Solutions Manager JRC | Alphatron Marine. "We have applied the use of smart algorithms and advanced technologies in order to provide the AlphaHeatDetectionSystem, a thermal imaging based solution that is applied to perimeter defense and fire-prevention purposes. It helps to identify hazardous situations in an early stage, before a heat source ignites. Even when partly covered or during heavy rain. Captain and crew can even be unburdened by remote monitoring through satellite connection."

"Other applications of these new technologies include facial recognition for gangway access, trailer identification for harbor terminals, and more – all contained in state of the art cyber security networks," tells Vince van den Belt. "In the Deepsea market, IP connectivity is still developing. I think there will be plenty of opportunities for innovative camera solutions where HikVision will be an excellent partner."

For more information contact: deepsea@alpatronmarine.com



An overview of the output of special CCTV cameras onboard, including four thermal cameras that monitor the temperatures and a (larger) camera that can distinguish whether a person is walking in dangerous places relative to other moving objects.



Picture with courtesy of Remontowa Marine Design & Consulting.

# NEW MULTIPURPOSE VESSELS FOR MARITIME AUTHORITIES IN POLAND

The Zodiak II is a new multipurpose vessel for the Maritime Authorities in Poland. The vessel is the first of two that will be replacing the 37-year old vessels that are currently still operational. Both the Zodiak II and her sistership Planeta I will be put into service later this year.

The two new multipurpose vessels will be performing the key statute tasks of the Maritime Authorities in Szczecin and Gdynia. "This mainly includes tasks like the maintenance and renewal of waterways signage and buoys," tells Arkadiusz Plowczyk, Customer Support Coordinator at JRC | Alphatron Marine Poland. "But the vessels will also be outfitted for hydrographic tasks, such as depth measurement, data processing and chart amendments. And, in case of an emergency at sea, the Zodiak II and the Planeta I will also be capable of emergency response, sea towage, oil

spill recovery, firefighting and other rescue (SAR) and salvage tasks. When needed, both vessels can also be used for icebreaking, as they have strengthening and other sea-going icebreaker features."

#### Equipment

Both the Zodiak II and the Planeta I were designed and built by the respective daughter companies of Remontowa Holding. Arkadiusz Plowczyk: "We have been working with the shipyard for many years, and we are recognized as trusted partners. For this project we

were asked to deliver a wide scope of equipment. From a navigation and communication package, to a Dynamic Positioning System, and from a Track-Pilot – based on the AlphaPilot MFM, to an Oil Spill Detection system. For us it is a very interesting project to be a part of. I personally cannot wait to see the vessels in action."

#### **VESSEL PARTICULARS**

Length over all	60 m
Breadth moulded	12,8 m
Depth to main deck	6 m
Design draught	3,5 m
Speed	13 kn
Crew	21

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# NEW SUPPORT & SERVICE DEPOT IN LE HAVRE

Due to its location at the mouth of the Seine and the easy accessibility of the port, Le Havre is considered to be the second port of France. On a daily basis there are many movements of containerships, inland vessels and ferries. In February 2020 JRC | Alphatron Marine opened a new Support & Service depot in Le Havre in response to the growing amount of service requests in the area.

"Le Havre is a not only a large container port, but also a hub for the transshipment of petroleum, and it has a direct connection with Paris," tells Country Manager Olivier Lecocq. "Therefore it is an important location within the French maritime sector. It is also home to a wide range of professionals and (potential) customers of JRC | Alphatron Marine. From highsea vessels to tugboats, and from inland vessels to shipyards."



JRC | Alphatron Marine has been receiving a growing amount of service request from the area. "Especially for the inland market. In order to meet all the requests, we have been looking for a location in Le Havre for a while. And as per 1 February 2020, we are offering our service from our new depot at the 40 Rue des Chantiers, near the two chimneys of the EDF power plant. The location is working closely together with the office in Mougins in order to provide our customers in France the best service," concludes Olivier Lecocq.

# **EUROMARITIME**

From 4 - 6 February 2020 JRC | Alphatron Marine was present at the biennial meeting point Euromaritime. This year it was the first time that the exhibition was held in France's port of Marseille. Euromaritime is the biggest tradeshow for the merchant marine and is visited by all players in the sector. JRC | Alphatron Marine welcomed shipowners, potential dealers as well as shipbuilding and repairing yards at their stand where the latest range of equipment was demonstrated.

The next exhibition in France is Euronaval, the world naval defence exhibition. Euronaval will be held from 20 - 23 October 2020 in Paris Le Bourget.



# OLIVIER LECOCQ: NEW COUNTRY MANAGER FRANCE

Olivier Lecocq has taken over as Director France since the beginning of the year. We asked him about his work, the challenges and his history in the maritime industry.

"I always worked in the maritime communication branch," tells Olivier Lecocq. "I was actually supposed to be a radio officer in the merchant navy. But due to the introduction of GMDSS the demand for personnel was decreasing. Instead I started working for Jean-Claude Lacointe, an experienced radio man, who taught me the tricks of the trade. I learned everything right there on the job. Since then I have been connected to the JRC brand continuously. And, before I joined JRC | Alphatron Marine in February of last year, I was an agent for the company for many years.

At JRC | Alphatron Marine France we are continuously working on a team that can provide service for the whole country. We have previously been concentrating mostly on the south of the country. In less than a year our number of employees more than doubled. But now we are also focussing on the other half of France. Opening a new point



of service in Le Havre was the first step in the development of a network in this part of the country. Especially in a country as France where there are different markets to cater to and with ports spread out over two coastlines, networks are crucial. That is why we are simultaneously working on creating a network for ProLine products, as well as a network for the merchant navy, with IMO vessels in particular.

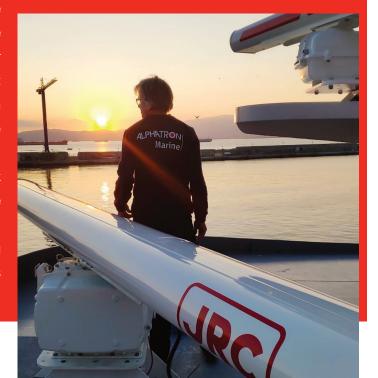
I really love my profession and I really like passing it on. It may be a demanding trade, but it is one with values that I have only found in the maritime world. Here there are three key elements: service, trust and availability. These three key elements apply to our team, to our work, but also to our customers. And one cannot work without the other. It contributes to the level of quality of the work you deliver, but it also creates an extra level of appreciation of the trade."

# APPIE HIJSTEK JOINS JRC | ALPHATRON MARINE IBERIA

With more than 500 radio surveys to his resume and a passion for hands-on service jobs, Appie Hijstek has decided to trade his office desk at the Center of Excellence in Rotterdam, The Netherlands for the service field in southern Spain. At the start of the year Appie Hijstek joined the JRC | Alphatron Marine Iberia team as a permanent in-house Senior Service Engineer and Surveyor based in the bay of Algeciras, the fourth port of Europe and the busiest port of Spain. Because of an increase in service calls for the southern part of Spain, the team had been looking for its own engineer in Algeciras.

Appie Hijstek started in the marine electronics service back in 1989 and has played a number of service related roles in the past 30 years in places like the UAE, Hong Kong, Curaçao, Panama, and Brazil. More than once he was involved in starting a branch office from scratch. His career includes several functions from field multibrand engineer to CTO of Alphatron Marine Group.

As part of the preparation for his new position, Apple has received official training and re-certification on most JRC | Alphatron Marine equipment during the last months.





# NEW LOCATION IN THE PREMIER MALAYSIAN PORT KLANG



Maurice Rutten
Director

JRC | Alphatron Marine Singapore

Port Klang is the main port of Malaysia. It is located less than 4 miles southwest of the town of Klang and 38 kilometers southwest of Kuala Lumpur. Malaysian Transport Minister Anthony Loke even wants to develop Port Klang as the premier port in the South East Asian region. With an eye to the further economic development of this port JRC | Alphatron Marine started a service depot in Port Klang on the 1st of December 2019.

"It is the company's goal to have presence in the world's 50 most busiest ports. Port Klang is listed as one of them within the top 20," gives Maurice Rutten, Director JRC | Alphatron Marine Singapore, as one of the reasons for expanding with the office in Port Klang. "Our Center of Excellence in Singapore is the regional headquarter for our subsidiaries in the area and it is the basis for support and



The North Port of Port Klang. Picture with courtesy of Shutterstock.

supply of equipment and spare parts for Malaysia. Orders for equipment and spare parts are prepared in Singapore and with our expert logistics team exported to Malaysia. Importing into Malaysia requires some attention as service sales tax is imposed based on the HS code and SIRIM certification. This certification is required by the local Malaysian authorities for import and sales on the Malaysian market," explains Maurice Rutten.

#### Strategically located

The office in Port Klang is strategically located in Bandar Bukit Tinggi, centralized between the North Port, Boustead Cruise Terminal and the West Port Container Terminal. "The travel time from our Malaysian headquarters Johor Bahru to Port Klang could be between 4 to 5 hours, depending on the time of the day and traffic situation. Most ship owners and ship managers are located in Kuala Lumpur not far from our Port Klang office. So the cost savings for the customer who requires service in the Port Klang area are significant," continues Maurice Rutten. "And the Kuala Lumpur airport terminals are nearby the new JRC | Alphatron Marine location to respond to service jobs on the east Island, Saba and Sarawak."

#### Service, support and sales

The service depot in Port Klang has storage space for the most common spare parts used to service, maintain and repair equipment. "We have started service and customer support in 2019. Wilhelmsen Ship Management Sdn. Bhd. and Eaglestar Shipmanagement (L) Pte Ltd were amongst the first loyal customers. This year we will be adding sales activities of small and medium sized equipment for the workboat and fishing fleet market and expand our service capacity in Tanjung Pelepas and Port Klang. Our aim for the long term is to set up a ProLine network in Malaysia, besides our current sales network which is mainly focused on the high seas," summarizes Maurice Rutten.

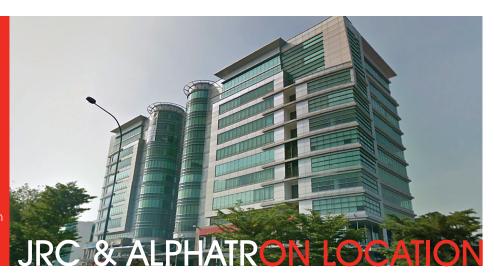
# ALPHATRON MARINE PORT KLANG

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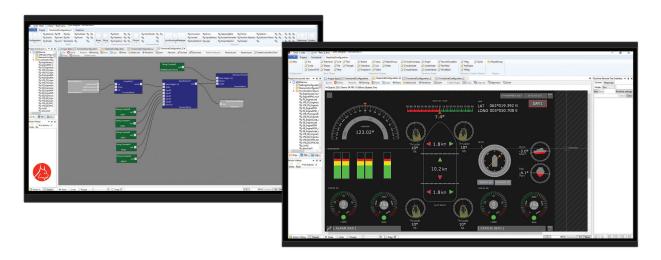
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# INNOVATIONS

# ALPHA-MINDS AND LYNX SUPPORT THE NEEDS OF CUSTOMERS



Alphatron has launched a new in-house developed automation and connecting platform Lynx for monitoring and controlling all kinds of equipment onboard a vessel. This new flexible automation platform has a very advanced software architecture that requires no code or programming skills from the design engineers. Frank Greve, Product Support Manager at JRC | Alphatron Marine, tells about the inexhaustible source of possibilities of Lynx and about the new application Alpha-MINDS.

"Lynx makes it possible to freely compose a GUI out of widgets for relevant information and controls out of an ever-growing Lynx library," starts Frank Greve. "Lynx can be used for displaying any kind of information but end-users on the bridge of this platform are also capable of giving commands to all kinds of equipment. The Lynx Runtime Engine, this is the core software of all (future) products or applications that will be used on board a vessel. This platform independable runtime engine can be used running on Windows, Linux, ARM processors and mobile devices.

The applications are designed by Lynx Designer, this intuitive tool will be used by automation designers to freely build and visualize their products. These products or applications can be built by using the already large library of standard shapes or building blocks. Designing for an engineer will be as simple and comparable with using AutoCAD or PLC tools. You only have to add a widget to your working stage and make the connections to the function blocks, just by adding and dragging the lines between them. These function blocks will internally connect to the 'real data' on the network and convert

this in the widget to show a user the visual presentation of this data. A simple example is an anemo- or depth meter or displaying heading information, but it can also be as complex as radar or ECS information," explains Frank Greve. "We are already installing panel computers on inland vessels with our AlphaFuel application build in Lynx and we are working on a project for new build vessels where the owner would like to have different kind of information in a multiple tabbed screen with 9 different pages. With Lynx we are able to deliver and supply this in reasonable time with the ability to expand due to the well thought architecture."

Alpha-MINDS

Alpha-MINDS is based on the software platform Lynx. Frank Greve: "It is a console (or package) standard equipped with a high-resolution 26-inch touch screen with a range of modular build integrated functionalities unique to the industry. With Alpha-MINDS you can

select different modules in order to build up the system based upon the customer's demand and budget. For example, a special docking information screen makes easy docking possible with a sharp overview supported by camera images and high accuracy GPS sensors. A basic ENC/ECDIS approved chart database is supporting the information underlay. This basic composition is complying with ECDIS regulations and offers the full docking aid information suite as an additional benefit. And, as an option, the system can be upgraded to a more advanced ECDIS system. As this design of the system is modular, a library of optional extra conning pages can be added like Passage, Dredging info, SAR info or other custom build applications. We are standing at the beginning of something amazing and we will be able to support the needs of our customer in a much better and flexible way than we had ever before!" ends Frank Greve.

"Lynx can be used for displaying any kind of information but end-users on the bridge platform are also capable of giving command to all kinds of equipment."

Frank Greve
Product Support Manager
JRC | Alphatron Marine



LYNX can communicate to a large number of standards available in- and outputs like:

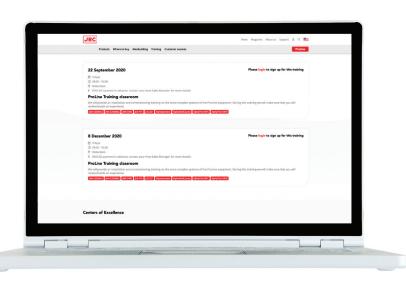
- NMEA 0183
- Modbus
- RS422/ RS485
- Ethernet



# **TRAINING**

# PROLINE TRAINING

For the ProLine JRC | Alphatron Marine offers the possibility to do an online test for simple systems. "There are several tests for equipment in the categories B and C that can be taken online. Each test can be taken separately and a certificate will be issued after completion," explains Monique Scholten, Manager Training in The Netherlands. "We also provide an installation and commissioning training on the more complex systems of the ProLine equipment at our Centers of Excellence in Houston, Singapore and Rotterdam and via our local offices. In these ProLine Training classrooms we make sure the participants receive handson experience on equipment and systems



like the JMA-5300mk2, AlphaConnect and AlphaPilot MFC." The courses are online since January this year. "We started off with a few hiccups. But since then we have been able to refine tests where necessary, with the help of input received from our dealers," concludes Monique Scholten.

ProLine dealers and their service engineers can sign up for ProLine Trainings via: www.jrc-world.com

## NEW SIMULATORS AT CENTER OF EXCELLENCE IN ROTTERDAM



JRC | Alphatron Marine continuously receives requests for ECDIS type-specific training and Marcom-A training. To provide the best training, the Center of Excellence in Rotterdam recently procured new simulators. The honor of the first training on the new simulators with the latest software went out to the crew of a yacht. They followed the ECDIS type specific training Wärtsilä (Transas), which provided them with the required knowledge for the general use of the ECDIS as well as a detailed introduction to the system's features.

# REGISTER FOR JRC TRAININGS ONLINE

For both operational and technical trainings for JRC equipment at the Centers of Excellence in Rotterdam and Houston dealers and their service engineers can now register via the renewed website: www.irc-world.com.

Tom McCasland, Manager Training: "On the website you find a clear overview of all the technical and operational trainings per location, as well as the availability. In addition to the listed trainings, we are also available to perform on-site training and special classes in the office, on a vessel or at another company. Familiarization classes, operational classes and technical classes can be taught anywhere."

"When setting up the schedule for the upcoming year, we always take in account the number of requests we get for certain classes," adds Monique Scholten, Manager Training. "We have been receiving more and more requests for VDR training and MFD training. So by popular demand, we have added extra courses at our Center of Excellence in Rotterdam."

JRC trainings at other locations (Singapore, Brazil, Spain and Germany) and other trainings can be found on the Alphatron Marine website: www.alphatronmarine.com







Monique Scholten Manager Training JRC | Alphatron Marine The Netherlands

## SPECIAL TRAINING FOR DAMEN

JRC | Alphatron Marine received a special training request for a big project of Damen. Monique Scholten, Manager Training: "From March we will be giving 18 weeks of training to the employees of a customer of Damen at our Center of Excellence in Rotterdam. This training will consist out of a part operational training, a part WECDIS, as well as a part maintainer training (technical). For the training several classrooms will be used to accommodate all participants. And depending on the subject matter multiple trainers will be giving the classes. Of course the new simulators will also be put into action. Projects like these take some planning and organization, but in the end we can offer a training completely adapted to the customers needs and requirements."

# HOME OF TOWAGE

From 29 June - 3 July 2020 the ABR Company is hosting the 26th International Tug, Salvage and OSV Convention & Exhibition, ITS, in Singapore. JRC | Alphatron Marine is taking part in this much-anticipated event, which attracts the top level executives and decision makers from across the globe. For the occasion, JRC | Alphatron Marine is bundling forces with Rotortug, Tug Training and Consultancy TTC and Tugpin as the Home of Towage.

"A collaboration is a natural way of reinforcing and supplementing each other," tells Marcel van Meel, General Manager at Rotortug. "Individually JRC | Alphatron Marine, TTC, Tugpin and Rotortug are all innovators in their field, but we are always looking for ways to improve. By working together we are able to bring these innovations to an even higher level which, in turn, benefits our joint customers." The companies have therefore been collaborating on many past and current projects. Marcel van Meel: "We have delivered more than 15 Rotortugs with the AlphaBridge Tug, all newly sold Rotortugs are delivered with a training package from TTC, and together with Tugpins, we are working on a reliable, well-functioning modular escort winch for the Rotortug - integrated in the



Marcel van Meel General Manager Rotortug



Pictures with courtesy of Rotortug.

bridge. We all have our own markets and identity, but we also have many common ground. By making use of each other's knowledge, we can respond well to the demands from the industry."

#### Making a difference

"At ITS lots of interesting developments are presented by companies from the tug, salvage and offshore business. Discussions are held about safety, towing techniques, regulations and the environment. These are all separate areas of attention where we want to make a difference. That is why ITS is such an interesting event," continues the General Manager. "At the Home of Towage-stand visitors can experience first hand exactly how we make these differences. For instance, on the AlphaBridge Tug at our stand, visitors can get acquainted with sailing on a Rotortug, accompanied by a trainer from TTC. Also a working version of the renewed Modulair Caliber Winch, developed by Tugpins, Kotug and Rotortug, will be on display." The joint stand has been made possible by the flexible attitude of the ITS exhibition team of the ABR Company. "This attitude is what makes every ITS of Tugnology such a success. They have an eye for everyone's interests, whether you are an exhibitor or a delegate. We are looking forward to this year's edition," concludes Marcel van Meel.

# POSIDONIA 2020

Posidonia, international shipping exhibition, is the largest trade show in Greece. Since the first edition in 1969, the event has become one of the major calendar events of the industry in Greece. The last edition welcomed 2,009 exhibiting companies from 92 countries and territories and was attended by more than 23,500 visitors from 104 countries. Posidonia does not only serve as a bridge linking the international shipping industry with the Greek shipowners, who operate the largest fleet globally. The exhibition also serves as a platform that brings international shippowners in touch with the latest developments and offers them direct access to products and services available on the international shipping market. JRC | Alphatron Marine will participate for the 13th time in this influential event in Athens.

"Our stand will be mainly focussed on the deep sea market," tells Konstantinos Kallivrousis, Branche Office Manager JRC Greece. "Our latest state of the art navigation and communication equipment will be presented, which includes radars, ECDIS and Fleet Xpress. But we will also be showing our solutions for the implementation of 'supported sailing', as remote assistance is an important concept in our industry. From our Support Center in Rotterdam, The Netherlands we are able to fully support ships from the shore with for instance remote diagnostics, route and weather planning. Of course we will have our local staff as well as colleagues from our Centers of Excellence present to answer all your questions."



# **AGENDA EXHIBITIONS**

### **MARITIME INDUSTRY**

12-14 May 2020

Gorinchem, The Netherlands

Stand number: L103

#### **NAVALIA**

19-21 May 2020

Vigo, Spain

Stand number: E11

### **POSIDONIA**

01-05 June 2020

Athens, Greece

Stand number: 205, hall 1

### ITS SINGAPORE

29 June - 03 July 2020

Singapore

Stand number: 112

#### **NOR-FISHING**

18-21 August 2020

Trondheim, Norway

Stand number: G-705

#### **SMM**

08-11 September

Hamburg, Germany

Standnumber: B6.302

### **ASIA PACIFIC MARITIME**

30 September - 2 October 2020

Singapore

Stand number: E-N26

### **EURONAVAL**

20-23 October 2020

Paris Le Bourget, France

Stand number: C64

Look at www.alphatronmarine.com under 'Events' for the complete agenda.

## **OUR LOCATIONS**

- Belgium
- Curaçao
- France
- Germany
- Japan
- Korea
- Malaysia
- The Netherlands
  - Poland
- Singapore
  - Spain
- USA
- Centers of Excellence
- Alphatron Marine locations



WWW.ALPHATRONMARINE.COM | WWW.JRC-WORLD.COM



