



PRIMAR[®]

FREEDOM TO CHOOSE



FREEDOM TO SAIL

For as long as humanity has travelled the seas, navigation has played a crucial part. Whether using stars millions of miles away or today's Earth-orbiting satellites, this valuable skill has provided safety and efficiency for both seafarers and their cargoes.

PRIMAR is a worldwide electronic navigational chart* (ENC) service operated by the Norwegian Hydrographic Service on a non-profit basis. When established in 1999, we were the world's first regional ENC coordination centre (RENC), bringing ENCs from a wide range of national hydrographic offices together into a single seamless service.

Working through authorised distributors, we provide the maritime community with an ENC service known for its quality, user-friendliness and overall contribution to global maritime safety and efficiency. Our core aim is to make data available to everyone at a reasonable cost in order to enable value creation and safety at sea.

Although the technology is advanced, the idea underlying our service is simple. We gather all ENCs in a single database and create a one-stop shop for distributors and for users of such charts. This has allowed us to acquire a leading role in providing the best navigational solutions for the world's merchant fleet, navies, marine pilots and government agencies.

We already offer a comprehensive ENC database, which is growing by the day. Our commitment is to a diverse marketplace, which provides the players with a variety of choices and with the freedom to optimise their own services through the use of flexible and innovative technology.

* ENCs are the official digital chart data authorised by national hydrographic offices, in accordance with the S-57 ENC product specification from the International Hydrographic Organisation (IHO).



FREEDOM TO COOPERATE

To ensure safety at sea, up-to-date and reliable data are absolutely essential. That is why we work closely with our cooperating member nations and their hydrographic offices worldwide.

These members deliver a comprehensive selection of ENC's to us. We in turn offer various levels of membership and provide tailored tools for efficient performance. These include individual customisation, working with the technology at the hydrographic offices to improve methods for delivering and exchanging data, and online quality control mechanisms.

By collaborating closely with the hydrographic offices - in continuous follow-up meetings, for instance - we identify their needs and propose solutions to help them ensure data consistency and quality. All the ENC's we provide are always available online for release by the hydrographic offices themselves.

The PRIMAR RENC also cooperates with other RENC's, such as the International Centre for ENC's (IC-ENC) in the UK. This collaboration covers standards and technical issues as well as information distributed to the global shipping market.

FREEDOM TO SHARE

*Safety and efficiency at sea is all about teamwork and partnership.
Our most important partners are the international network of distributors and hydrographic offices.
In order to optimise our role in their value chains, we aim to identify how we can collaborate more efficiently with our partners.*

Successful technology simplifies logistics, ease of use and accessibility. We work in close cooperation with authorised distributors all over the world. This allows us not only to distribute smart and innovative solutions, but also to supply our customers with an automated service which ensures safety and efficiency.

New data are continuously and promptly released for the benefit of online users, with CDs always provided for backup. Our service simplifies purchasing through its comprehensive and intuitive chart catalogue and adaptable sales material.

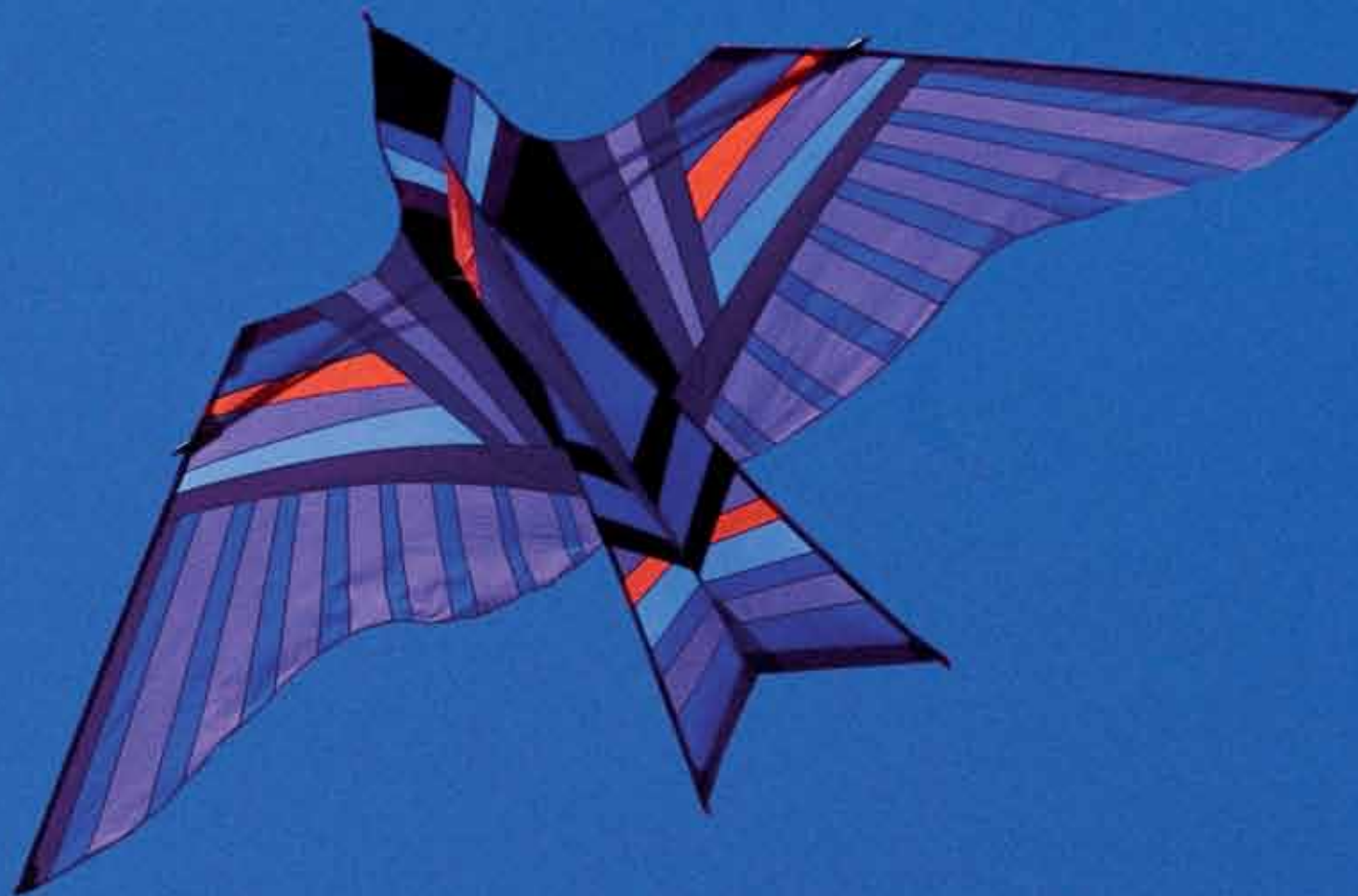
Furthermore, we want our distributors to have the freedom to be themselves. That is why we give them the option to choose their tools and to create customised solutions which suit their own business. We adapt to each distributor's own system, and back them up with expertise and round-the-clock support.

FREEDOM TO INNOVATE

People able to push the envelope stand behind all progress. Such dedicated and competent individuals want to innovate and go beyond commonly accepted boundaries.

These individuals are precisely the kind of people behind our service. They make every effort to deliver what customers and partners expect from a leading global provider of ENC's and associated services. Their performance in that context rests on a very high level of expertise – vital in a business where quality and dependability must combine with user-friendliness.

Our success is very much a team effort. As with all successful teamwork, every member must play their part and be visible. We firmly believe that people can only be innovative and do their very best work in a friendly and flexible environment – and that an atmosphere open to new ideas is the best place to create value for our customers and partners.



FREEDOM TO LEAD

Innovation is what separates leaders from followers. If we are to continue to lead in the fast-moving world of digital hydrographic information, our attention must be clearly focused on quality, safety, cost efficiency and user-friendliness. Our goal will always be to provide the maritime community with the quality it deserves.

We truly believe that the story of ENC's has barely started. Future progress will raise safety and efficiency for seafarers to levels which cannot even be imagined today. We want to play a part in this future, and will do so with a clear focus on supporting the maritime community in achieving success today and in the future.

About PRIMAR

- The PRIMAR RENC is operated in accordance with the worldwide ENC database (WEND) principles adopted by the IHO.
- The PRIMAR RENC brings together ENC's from national hydrographic offices into a single seamless ENC service.
- PRIMAR ENC's comply with IHO standards.
- All ENC's from PRIMAR meet the IMO's Safety Of Life At Sea (SOLAS) chart and carriage requirements.
- PRIMAR ENC's are delivered via an international network of authorised distributors.



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OPERATED BY THE NORWEGIAN HYDROGRAPHIC SERVICE

www.primar.org