

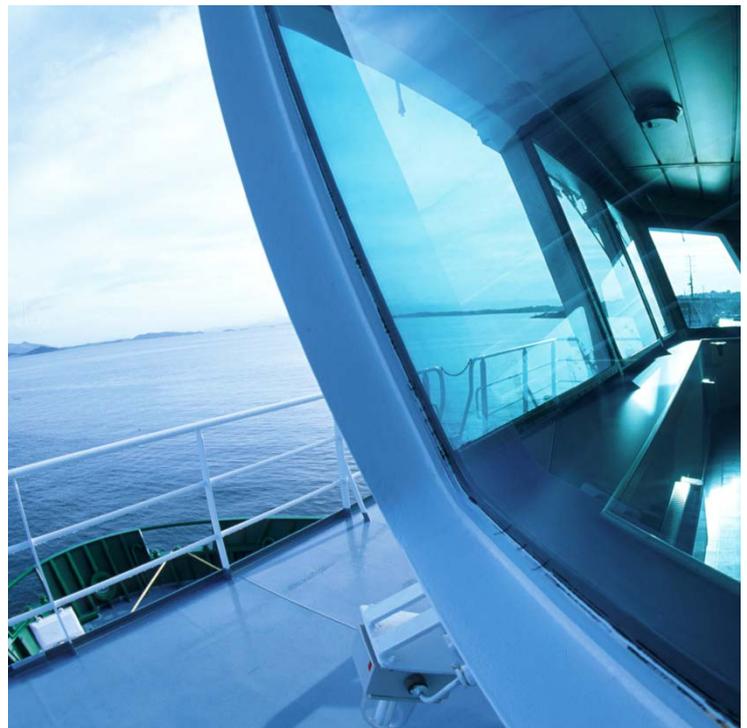
## **PRIMAR – Freedom to Choose**

PRIMAR provides a world-wide consistent and reliable electronic navigational chart (ENC) service. This international collaboration is operated on a non-profit basis.

The core aim is to provide the maritime community with a user-friendly ENC\* service, available to everyone at a reasonable cost this to enable value creation, efficiency and safety at sea.

### **The advantages of PRIMAR**

- Comprehensive ENC database
- Non-profit operator with competitive pricing
- ENC services delivered via an international network of authorised distributors
- A wide variety of user-friendly tools for simple ENC distribution and sale
- Innovative solutions developed with our partners
- Full control over their own ENC data for our member hydrographic offices
- Policies determined by our member states
- Cooperation with other regional ENC coordinating centres (RENCs)
- Operated in accordance with the WEND principles (Worldwide Electronic Navigational Chart Database) of the International Hydrographic Organization (IHO)



PRIMAR focus on giving our authorised partners freedom to choose between various services, and support them with flexible, user-friendly, efficient and timely solutions.

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 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.

PRIMAR is operated on a non-profit basis by the Norwegian Hydrographic Service, in close cooperation with the Norwegian state owned company Electronic Chart Centre AS.

### **PRIMAR's vision**

In order to enhance safety at sea and protect the maritime environment, PRIMAR's vision is to be the most efficient model for the provision of ENC services and maritime geospatial data worldwide.

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

### **[www.primar.org](http://www.primar.org)**

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