



PRESS RELEASE **FOR IMMEDIATE RELEASE**

ROSE POINT ANNOUNCES COASTAL EXPLORER 2011

Redmond, WA, October 21, 2010 - Rose Point's dedicated customers have benefited from new and innovative features added to the software since 2005. Rose Point's newest version is scheduled to be released in time for the 2011 boating season.

One of the biggest challenges of adding new features to a software program is to create more functionality without adding complexity. This is why so many older programs are so hard to use. Rose Point has invested a lot of resources in developing a new simplified user experience and has completely re-designed the Planning Mode of Coastal Explorer. The most commonly used features require fewer steps to access which makes the software easier to learn and use. Other benefits of the new design include, making more screen space available for charts and more information available to users with fewer mouse clicks.

Users will find that the new "one button sync" makes it easy to keep the software as well as vital navigation information, blogs, and charts up-to-date. Cruising guides, including the Atlantic Cruising Club's Guides to Marinas and the ActiveCaptain Interactive Cruising Guidebook, and new weather options (such as weather buoys and other observations) have also been added. Other features include better planning tools and direct support for NMEA 2000® data.

There are hundreds of other minor changes that improve the overall user experience. The new user interface is arranged by key tasks, rather than groups of features. Further refinements have been made to existing features, including new route manipulation "handles" that make it easier to edit routes and the route timeline. This unique feature also makes it easy to choose when to depart for optimal travel times based on tides and tidal currents.

Coastal Explorer 2011 is a free upgrade for those who have purchased the software on or after January 1st of 2010. The cost to upgrade software purchased before January 1st of 2010 is \$99.

Rose Point Navigation Systems is a leading developer of PC-based navigation systems and produces Coastal Explorer and Rose Point ECS. The company was founded in 2003, by Brad Christian, an ex-Microsoft developer. Rose Point is located in Redmond, Washington.

For screen shots, please contact Jeff Hummel: Jeff@Rosepointnav.com.