

*Automated Mutual Assistance Vessel Rescue System*  
**U.S. Coast Guard**



## Press Release

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### **Amver and Pole Star short listed for Lloyd's List Innovation Award**

**NEW YORK** – Amver, the voluntary global search and rescue system sponsored by the United States Coast Guard, and Pole Star, a supplier of marine asset tracking systems, have been short listed for the prestigious Lloyd's List Innovation award for their life saving information sharing agreement. The award will be presented at the Lloyds List Global Awards at London's Royal Lancaster Hotel on September 8, 2009.

Shipping companies that subscribe to Pole Star's Fleet Management service can elect to have their vessel positions forwarded to the Amver system automatically and at no cost.

What are the benefits to this information sharing system? Since initiating the program the number of Amver messages received from Pole Star has increased from approximately 175 vessel reports a year to over 700 per day. The average number of ships available to divert has also climbed to over 3,600 a day.

"This innovative agreement leverages technology to automate information sharing and increase the number of vessels available, with the cumulative effect of a more robust volunteer safety network that saves lives by providing timely assistance to mariners in distress. I congratulate Pole Star and Amver on their collaborative efforts," said United States Coast Guard Commandant, Adm. Thad Allen.

"We are very pleased with the Commandant's recognition of our efforts," said Pole Star CEO David Plumer, "We have worked with Amver for a number of years and are very proud of our association with an organization dedicated to saving lives at sea. We are delighted that Pole Star technology is able to make a significant contribution to marine safety."

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Amver, sponsored by the United States Coast Guard, is a unique, computer-based, and voluntary global ship reporting system used worldwide by search and rescue authorities to arrange for assistance to persons in distress at sea.

With Amver, rescue coordinators can identify participating ships in the area of distress and divert the best-suited ship or ships to respond. Prior to sailing, participating ships send a sail plan to the Amver computer center. Vessels then report every 48 hours until arriving at their port of call. This data is able to project the position of each ship at any point during its voyage. In an emergency, any rescue coordination center can request this data to determine the relative position of Amver ships near the distress location. On any given day there are over 3,600 ships available to carry out search and rescue services. Visit <http://www.amver.com> to learn more about this unique worldwide search and rescue system.

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