SENTINEL
Marine solutions

THE CONNECTED EXPERIENCE FOR THE BOATING WORLD

BOAT OWNERS

BUILDERS AND OEMS

FLEETS AND SERVICE PARTNERS

MARINE BUSINESSES



CONNECTING BOATS SINCE 2015

ALREADY ON BOARD.

45,000+

Users

OEMs and boat builders	45+
Fleets	400+
Nautical miles processed	65M+
Certified partners worldwide	200+
Connecting boats since	2015

BOAT BUILDERS ON THE PLATFORM

THEY CHOSE SENTINEL.

YOUR BOATS CONNECTED

Sentinel connects the boats you build with the people who own, run and service them. Hardware on board, an app in every owner's pocket, and a platform API your business can build on.

BOAT OWNERS
Their boat, in their pocket

BUILDERS AND OEMS
An app with your name on it

FLEETS AND SERVICE PARTNERS
React on issues before they become problems.

MARINE BUSINESSES
Live boat data for your products and services



FROM SENSORS TO YOUR APP



- BATTERY
- BILGE
- DOOR AND HATCH
- ENGINE
- TEMPERATURE
- SHORE POWER
- CAMERAS
- N2K NMEA 2000
- AND MORE

5 API
Live boat data for any system

4 BRANDING
Branded apps, or your own

3 SENTINEL APP
Companion app for fast go-to market

2 CONNECTIVITY
4G LTE, Wi-Fi, Starlink

1 BM-50 + SENSORS
Captures data for cloud and MFD



One platform, five layers. Start with the Sentinel app, put your brand on it, or take the data straight from our API. The hardware and connectivity underneath stay the same.

ONE PLATFORM. THREE WAYS IN.

CHOOSE HOW YOU GO TO MARKET.

Every partnership grows at your pace. Use the Sentinel app as it is, put your brand on it, or build your own product on our hardware, cloud and API. Most partners start with the first and grow into the next once confident.



01

USE

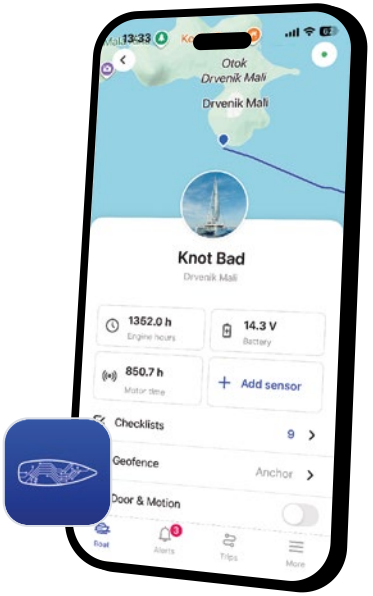
The companion app to Sentinel products. Works even without hardware.

Start free with Sentinel GO: digital document handover, owner communication, and handy boating features

Add Sentinel hardware for live monitoring, alerts and remote control

No development on your side

■ FREE START WITH SENTINEL GO



SENTINEL APP

02

BRAND

Our app under your brand, for builders, dealers and fleets.

Your brand inside the Sentinel app: logo, colours, features, content, dealers

Or your own standalone app, developed and managed by us

Personalize the experience for your audience.

Oyster · Hanse · Y Yachts · Zeelander

Riviera · Fleming · Sargo · Stratos

Sabre · Greenline · Honda Marine · Elan

03

BUILD

Your own app or service, on our hardware, cloud and API.

Live boat data and events through the Sentinel API

Use Sentinel platform as the underlying data layer for your custom solution.

From charter guest apps to engineering dashboards.

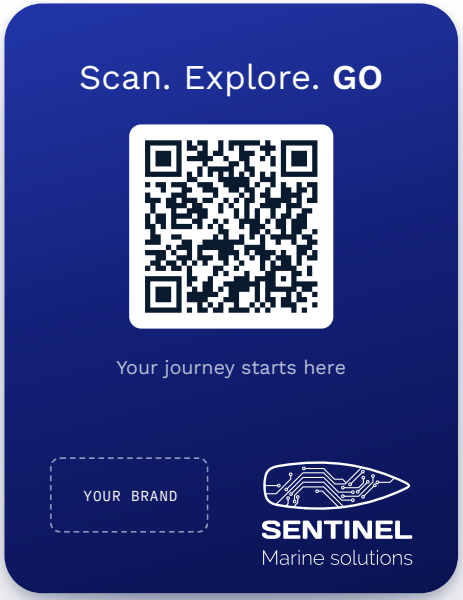


BUILT ON SENTINEL. YOUR APP ON OUR PLATFORM (HARDWARE, CLOUD AND API).

TRY IT YOURSELF

DON'T TAKE OUR WORD FOR IT.

Scan the code, download the Sentinel app and open our demo boat. It behaves like a fully connected boat with Sentinel hardware on board: live sensor readings, alerts, trips and documents, exactly as your owners would see them.



ONE CODE PER BOAT, LINKED TO ITS OWN PROFILE IN THE APP

YOUR LOGO ON EVERY STICKER

SENTINEL GO

The first step into connected ownership.

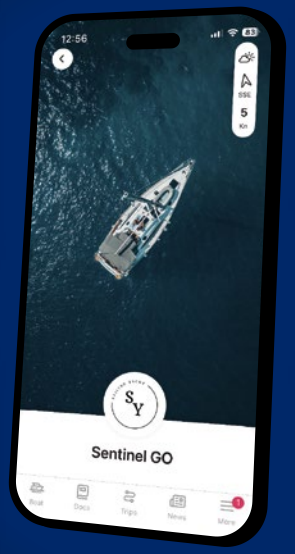
Free for every owner, and ready for Sentinel products when they want more.

DOCUMENTS

MY DOCUMENTS + ADD
Insurance
Berth contract
Skipper licence
SHARED BY YOUR MANUFACTURER
Operation manual PDF
Wiring scheme PDF
Warranty card PDF

TRIP RECORDING

Trip 86
71.7 NM Distance
13 h 20 m Time
5.4 kn Avg speed



MAINTENANCE LOGBOOK

MANUAL ENTRY 04 SEP 2025
Cleaning and disinfection of the fresh water system
Tanks and installation cleaned, two standard 10-inch filters replaced. Next service in 5 months.
INVOICE.PNG IMG_0223.JPG

AFTERSALES

Hi, the shore power socket cap won't tighten and the thread looks damaged. What should I do?
4 SEP

From aftersales: Thanks for your message. We'll replace the part under warranty and arrange a visit with a partner technician.
4 SEP

CHECKLISTS

Before departure, at handover, at the end of the season.

NEWSFEED

News and offers from you and your dealers.

WEATHER

Wind and forecast for where the boat is.

ONBOARDING WITHOUT HARDWARE.

Not fitting Sentinel products in the factory? Put a GO sticker on every boat you build. The owner scans it, registers the boat and gets everything you prepared: manuals, documents and a direct line to you and your dealers.

1

STICK IT

On every boat, at the factory or at commissioning.

2

SCAN IT

The owner registers the boat in the free Sentinel GO app.

3

STAY CONNECTED

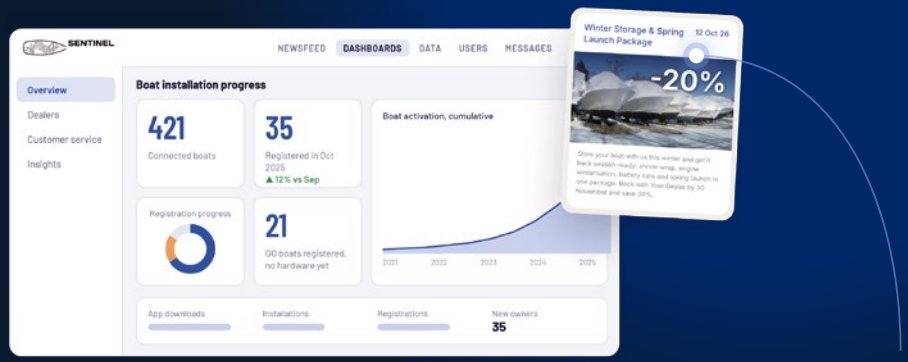
Documents, messages and service offers, all season long.

Sentinel GO is free for your owners. With the GO sticker, any boat you build becomes a connected product under your brand, with a platform for your team and your dealers.

GO FOR BUSINESS

EMPOWER YOUR BRAND AND YOUR DEALERS.

Every owner who scans a GO sticker is connected to you. The Sentinel platform shows every registered boat and gives your team and dealers a centralised place to talk to owners, hand over documents and promote services.



YOUR OFFERS LAND IN EVERY OWNER'S NEWSFEED

Aftersales workflows	Owner requests arrive in one inbox for your team and your dealers.
Digital document handover	Manuals, warranty and certificates delivered to the owner's app.
Maintenance workflows	Service history and reminders, shared by owner and dealer.
Newsfeed and service promotion	Seasonal offers and news, sent to the owners of your boats.

CUSTOMER RELATIONS BEYOND HANDOVER

Customer relationships don't end at delivery, they begin there. Sentinel keeps boat builders, dealers and equipment manufacturers connected with their owners, and gives them the boat usage data to make every season of ownership better.

Start for free with Sentinel GO, or go further with Sentinel hardware: fitted in the factory, by your dealers or by Sentinel certified partners.

UNLOCK THE FULL POWER OF SENTINEL

Add Sentinel hardware and the same app becomes a live window into the boat: every system, every alert, wherever the owner is.



BEFORE THE TRIP

- Check status
- Warm the cabin
- Prepare the boat remotely

ON BOARD

- Trips logged automatically
- Anchor watch
- Digital documents

AFTER THE TRIP

- Geofence alerts
- Maintenance tracking
- Service reminders

DELIVER A PREMIUM, CONNECTED EXPERIENCE.

Sentinel hardware brings your boats to life: smart sensors, real-time alerts and the valuable data and insights. Every boat becomes safer, smarter and easier to support.

BEST-IN-CLASS IOT CONNECTIVITY GATEWAY



PRO

Built for the future

50 ft+ yachts, dual NMEA 2000, Wi-Fi, Ethernet

STANDARD

The connected boating standard

30 ft+ sailing and motor yachts, NMEA 2000

LITE

Essential monitoring

Smaller leisure boats, RIBs, charter fleets

The Sentinel BM-50 is the core of our connected boat platform, designed for easy installation and exceptional energy efficiency in any marine environment.

Depending on configuration, it can integrate with onboard systems through NMEA 2000 and connect to a broad range of sensors for complete system monitoring.

Available in Lite, Standard and Pro versions, the BM-50 fits any installation, from factory fit to retrofit.

4G LTE
Wi-Fi
Starlink
NMEA 2000
On your MFD
Factory fit or retrofit

WIRED AND WIRELESS SENSORS

Expand the BM-50 to suit almost any setup. A wide range of compatible sensors delivers real-time monitoring of shore power, bilge pumps, intrusion, temperature and power consumption, and more.



Combined, they turn every boat into a source of real-world insight, for you, your dealers and your owners.



For builders and their dealers

WHAT IF YOU KNEW HOW YOUR BOATS ARE REALLY USED?

BUILD BETTER BOATS

See how each model is really used and decide design, specification and warranty on evidence.

RUN A SMARTER BUSINESS

Plan distribution, dealer coverage and service capacity around how owners actually cruise.

DELIVER BETTER OWNERSHIP

Reach every owner first, before a small issue becomes a complaint.

4 of 5

models have power as their top alert. On the smallest, it is security (54%).

2.6×

the miles a charter yacht covers in a year, compared with a private one.

7 jobs

for the dealer from one owner message, sent after a service reminder.

39 OF 151

season days on the water
per boat

55%

of alerts
with nobody on board

38%

of owner messages ask for planned service
most right after the reminder in the app

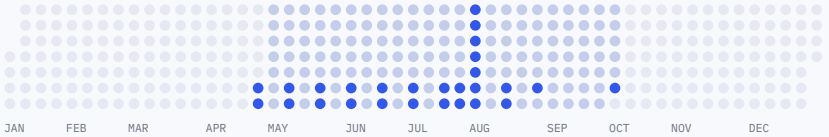
46 h

on battery after shore power is lost
about two days to act

SAMPLE OEM REPORT, SEASON 2026, [BASED ON ANONYMISED BOAT DATA]

SAMPLE OEM REPORT, SEASON 2026

A SEASON OF YOUR BOATS

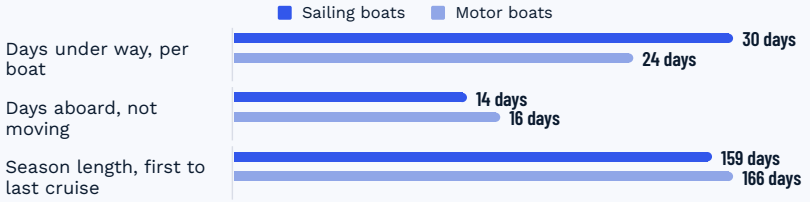


27 days
under way per boat, all boats

162 days
from the first to the last cruise

70 h
engine hours a year

27%
of time under sail, sailing boats



A TYPICAL CRUISE

ONE CRUISE IS PORT, ANCHORAGE, PORT

Charter	95 NM	3.9 days, 2,420 NM a year
Private	40 NM	1.4 days, 760 NM a year

A charter boat sails 3.2 times the miles a year of a privately owned one.

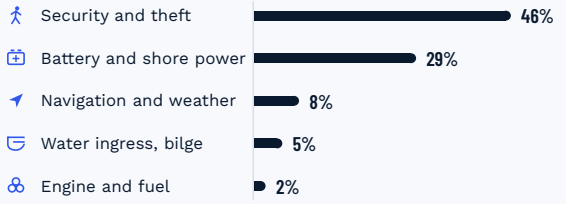
BY SIZE

TYPICAL BOAT PER SIZE, SEASON 2026

35 ft	40 ft	45 ft	40 ft	50 ft
26 days	**31** days	**36** days	**27** days	**26** days
493 NM a year	**691** NM a year	**787** NM a year	**720** NM a year	**880** NM a year
39% under sail	**29%** under sail	**26%** under sail	**55.2** L/h fuel	**96.2** L/h fuel

WHAT NEEDS ATTENTION

MOST COMMON ALERTS, SHARE OF ALL ALERTS



55%
of alerts with nobody on board

POWER DEMAND

43% of batteries depleted below 12 V



35 h autonomy at anchor

52 W
average draw at anchor

27%
of the battery used per night at anchor



24 h autonomy at anchor

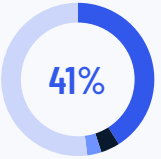
174 W
average draw at anchor

40%
of the battery used per night at anchor

Sailing boat draw: summer day estimate. Others: example boats.

AFTER THE HANDOVER

OWNER MESSAGES TO DEALERS IN THE APP, 2023 TO 2026



41% of owner messages ask for planned service, most of them right after the service reminder in the app.

Planned maintenance and service	41%
Spare parts and technical documents	4%
Boat defects and warranty	3%
Other topics	52%

SERVICE DUE BY HOURS OR CALENDAR

7 service intervals due

- Engine oil and filters
- Impeller and belts
- Black water tank
- Fresh water tank
- Propeller
- Windlass
- Leakage

THE OWNER, ONE TAP

Please send me an offer and a date for all of it.

7 jobs for the dealer, from one message

Share of owner messages sent to dealers through the app.

For years, builders learned how their boats were used from sales and marketing. Now they can learn it from the boats themselves. That is how you design products that stay right for the next ten years. Use our hardware and apps as they are, put your brand on them, or build your own with our API. The next chapter of this industry will be built on boat data, and we want to write it with you.

MARKO PIHLAR
Founder and CEO, Sentinel Marine Solutions

THE CONNECTED EXPERIENCE FOR THE BOATING WORLD

Book a meeting and start collecting data on every boat you build.

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