



## Press Release

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For Immediate Release  
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### **SEASTAR SOLUTIONS ANNOUNCES OPTIMUS 360 JOYSTICK CONTROL FOR STERNDRIVE BOATS** **SeaStar Solutions (Formerly Teleflex Marine) Extends System To Offer Owners Of Twin Sterndrive Boats** **The Handling Advantages Of Its Innovative New System**

**LITCHFIELD, IL (February 14, 2013)** — Boating industry innovator SeaStar Solutions (formerly Teleflex Marine) is extending the application of its revolutionary Optimus 360 joystick steering/shift/throttle control system to boats with twin sterndrives. Now owners of bowriders, deckboats, cruisers and other popular boats with twin sterndrive power can upgrade their steering and control systems to enhance their time on the water. The company introduced Optimus 360 for boats with mechanically-controlled twin outboards at the 2012 Miami International Boat Show.

SeaStar Solutions' Optimus 360 system uses state-of-the-art electronics to provide easy 360-degree maneuvering capabilities when docking, negotiating crowded areas or loading a vessel onto a trailer. Even novice boaters using the Optimus 360 Joystick Control can confidently move the boat forward, back or diagonally, rotate it on its own center, or even move sideways to accomplish a tricky docking maneuver. As the operator easily moves the joystick, a series of actuators and hydraulic SmartCylinders respond instantly to independently steer, engage forward/neutral/reverse gears and apply throttle as needed to move the boat exactly where the operator wants it to go – without the use of bow thrusters.

“At SeaStar Solutions, we’re continually innovating,” said Vice President of Sales, Tom Douglass. “By engineering our Optimus 360 system for sterndrive boats, we’re bringing fingertip control to the most popular segment of boats on the water. And the fact that it’s available for retrofit means boaters can step up to the benefits of this new system with their current boat,” Douglass added.

The foundation of this advanced system is the new Optimus Electronic Power Steering System (EPS) that replaces the traditional hydraulic steering system on boats with twin outboard engines or sterndrives. The patented Optimus electronic helm connects via a fault tolerant CAN Bus to the Pump Control Module (PCM) that operates individual hydraulic pumps installed below deck. These pumps are connected to specially-engineered electro-hydraulic “SmartCylinders” that control individual movement of the outboards or drive units.



## **SeaStar Solutions Introduces Optimus 360 For Sterndrive Boats**

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SeaStar Solution's Optimus EPS is designed for precise control and ease of handling while underway. Adjustable speed-sensitive helm turns, wheel resistance and lock-to-lock steering travel let the operator electronically fine-tune boat handling performance to provide a custom match to the operating characteristics of the boat and boat owner. Optimus EPS makes it easier than ever to turn at speed, maintain course and otherwise maneuver during long days on the water. Additionally, Optimus EPS easily interfaces with third-party autopilot systems, including models from Garmin and Raymarine, and eliminates the need for a second pump and the lengthy installation and purging procedure.

The Optimus 360 system builds on the Optimus EPS system. In addition to the EPS electronic helm, the Pump Control Module is also connected with Teleflex's redesigned Optimus Electronic Shift/Throttle Control and new Optimus 360 Joystick that replace the boat's conventional controls and cables. Redundant sensors in the new helm, shift/throttle control, joystick and hydraulic smart-cylinders are all synchronized for instantaneous response to operator input and true fingertip control. Forward, reverse, diagonal or side motion is enhanced by a throttle boost control that allows the skipper to fine-tune vessel movement to compensate for the affects of wind or current.

While the Optimus 360 system is a breakthrough approach to controlling outboard and now, sterndrive powered boats, it is rooted in SeaStar Solution's long tradition of proven, reliable marine steering and control products. Both the Optimus EPS and Optimus 360 systems exceed both North American ABYC and European ISO Standards — recognized symbols of quality assurance for boat builders and boaters alike.

Both outboard and sterndrive Optimus 360 systems are available as aftermarket installations, providing boat owners the opportunity to upgrade their existing vessel to the latest in steering and control systems. SeaStar Solutions continues to expand their network of authorized dealers, making this new level of command and control available to more boaters nationwide.

### **Test Drives Available At The 2013 Miami International Boat Show**

SeaStar Solutions is demonstrating its outboard and new sterndrive Optimus 360 systems at the 2013 Miami International Boat Show (Feb. 14-18). Sterndrive and outboard-powered boats equipped with Optimus 360 will be located in slips 122, 223 and 225 at the Sea Isle Marina venue and will be available for demonstration.

Boat builders, recognizing the remarkable potential of these new systems, are also offering Optimus EPS and Optimus 360 as standard and optional equipment on new boats. In fact, at this year's Miami International Boat Show, nine builders will have boats in the water equipped with new Optimus EPS and Optimus 360 systems, including Andros Boats, AmeraCat, Contender, Freeman, Jupiter, Monterey, Seacraft, SeaHunter and Scout.

For more information on the revolutionary Optimus EPS and Optimus 360 Systems, contact SeaStar Solutions (formerly Teleflex Marine) at One Sierra Place, Litchfield, IL 62056 • Telephone: (217) 324-9400 • Or visit [www.seastarsolutions.com](http://www.seastarsolutions.com).

### **About SeaStar Solutions**

SeaStar Solutions (formerly Teleflex Marine) is the leading global provider of OEM and aftermarket products and accessories for the recreational marine and related markets. Sold around the world under the SeaStar, Sierra,

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### **About SeaStar Solutions , cont.**

BayStar, Shields, Detwiler, Prime Line and Proheat brands, the Company's products are recognized for their quality, reliability and technical innovation. For more information, please refer to the Company's website at [www.seastarsolutions.com](http://www.seastarsolutions.com).

### **About HIG**

H.I.G. Capital is a leading global private equity investment firm with more than \$10 billion of equity capital under management and a team of more than 225 investment professionals. Based in Miami, and with offices in Atlanta, Boston, Chicago, Dallas, New York, and San Francisco in the U.S., as well as international affiliate offices in London, Hamburg, Madrid, Paris and Rio de Janeiro, H.I.G. specializes in providing capital to small and medium-sized companies with attractive growth potential. H.I.G. invests in management-led buyouts and recapitalizations of profitable and well-managed manufacturing or service businesses. H.I.G. also has extensive experience with financial restructurings and operational turnarounds. Since its founding in 1993, H.I.G. has invested in and managed more than 200 companies worldwide. The firm's current portfolio includes more than 50 companies with combined revenues in excess of \$8 billion. For more information, please refer to the H.I.G. website at [www.higcapital.com](http://www.higcapital.com).

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