



Press Release

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For Immediate Release

## **SEASTAR SOLUTIONS INTRODUCES OPTIMUS ELECTRONIC POWER STEERING FOR INBOARD BOATS**

**Advanced Steering System Will Be Available For Installation On New Boats  
Or For Retrofit On Existing Boats From 40- to 70-Foot LOA.**

(Litchfield, IL, September 15, 2015) – SeaStar Solutions, the world leader in marine steering and control systems, is announcing the availability of its Optimus Electronic Power Steering System (EPS) for inboard powerboats from 40- to 70-feet in length.

Introduced in 2012, Optimus EPS has a large install base worldwide on a range of sterndrive and



outboard boats with single, twin, triple and quad engines, and more than 40 boat builders specify Optimus EPS on their new boats. Now, this proven system has been specifically engineered for installation on a wide variety of mid-sized inboard boats, from cruisers and sport fishers to express motoryachts. Captains of inboard boats will now be able to take advantage of the many benefits of Optimus EPS.

“Typically, inboard boats in this category have relied on conventional hydraulic steering,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “Optimus EPS takes this vital operating system to the next level.”

Optimus EPS offers more than simply the ease of effort associated with power steering. Lock-to-lock steering ratios, steering response and wheel resistance are not only speed-sensitive, they’re programmable, providing the operator with unparalleled control in a wide range of typical operating conditions.

For example, when moving slowly and more rudder is required, Optimus EPS can be programmed to lower the number of lock-to-lock helm turns to four or five. This reduces the number of times the captain has to turn the wheel to get the rudders where he wants them. Helm resistance can also be lessened so the wheel requires less effort to move. These and other customizable settings make controlling the boat in tight spaces easier and more intuitive.

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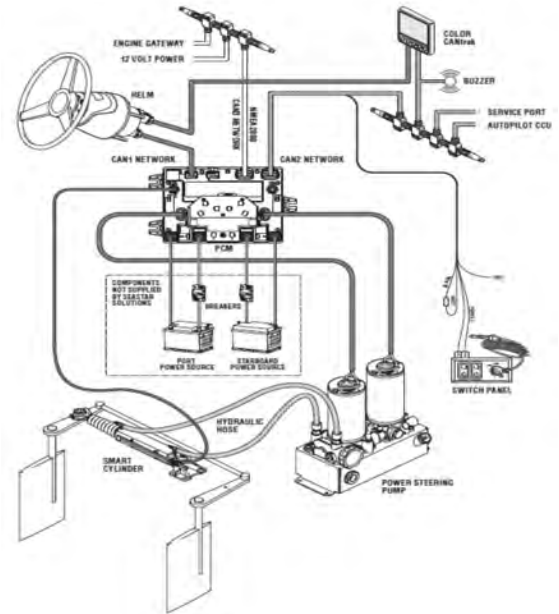
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Later in the day, when operating at cruising speeds in open water, lock-to-lock turns will automatically be increased to a comfortable, safe level, and steering resistance will increase so that minor movements of the steering wheel do not significantly affect a change in course should the wheel be bumped accidentally.

These performance features are the result of Optimus' advanced electronic components, including an electronic helm, onboard control module and a "smart" hydraulic cylinder.

- The Optimus Electronic Helm has been designed exclusively for marine service and features dual independent sensors and circuits. With dual fault-tolerant CANbus connections, the Optimus electronic helm meets or exceeds all ABYC, ISO and SAE electrical and environmental standards.
- At the helm, the Optimus CANtrak Display apprises the captain of all system operating information and shows rudder position. A USB port on the rear of the display allows for updating of all system components when necessary.
- The Pump Control Module, or PCM, provides a closed-loop system for accurate rudder positioning, receiving sensor input from both the electronic helm and the Optimus SmartCylinder. The system is connected via the vessel's CANbus network and operates on NMEA 2000 protocols.
- The Optimus EPS Dual Pump runs in parallel for increased flow to assure ample power for steering under all conditions, as well as allowing for redundancy. Typically located below decks or in the engine room/compartment, the pump is easily filled and has a sight glass for regular fluid checks.
- The prime mover in the system is the newly designed Optimus SmartCylinder for inboard boats, with a maximum actuator force of 5520 pounds and a 9-1/2-inch stroke. The cylinder features an anodized, all aluminum body, stainless steel ram and no exposed brass for maximum corrosion resistance. While the design is new, the foot and rod-end fittings are industry-standard designs for easy installation, particularly in retro-fit applications.



While advanced in design and technology, these components are extremely robust and have been engineered and manufactured to withstand the rigors of operation in fresh and salt water. The system operates on a fault-tolerant CAN network, and features built-in redundancy should any individual component experience a problem. In addition, all Optimus EPS components have passed a 1000-hour salt spray test and meet or exceed all appropriate ABYC, ISO and SAE requirements.

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Because Optimus EPS is an electronic system, there are no long runs of hydraulic hose, allowing second and third stations to be set up with relative ease. In addition, supported autopilots (e.g. Garmin GHP20, GHP Reactor, Raymarine EV2, Simrad SG05) can be installed on the CAN network with no additional pump or plumbing required.

SeaStar Solutions' Optimus Electronic Power Steering System brings a new level of performance to command and control of inboard boats. For more information on retrofitting the Optimus EPS system on your boat and to locate an authorized installer near you, visit [www.seastarsolutions.com](http://www.seastarsolutions.com). If you are purchasing a new vessel, be sure to ask your dealer about the availability of Optimus EPS as a factory-installed system.

### **About SeaStar Solutions**

SeaStar Solutions 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, BayStar, Shields, Detwiler, Inca, Mallory, 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 American Securities LLC**

Based in New York with an office in Shanghai, American Securities is a leading U.S. private equity firm that invests in market-leading North American companies with annual revenues generally ranging from \$500 million to \$2 billion. American Securities and its affiliates have approximately \$10 billion under management. American Securities is currently investing from its sixth fund. The firm traces its roots to a family office founded in 1947 to invest and manage a share of the fortune created from the growth of Sears, Roebuck & Co in the early 1900s. More information about American Securities can be found at [www.american-securities.com](http://www.american-securities.com).

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