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**Smart Marina launches new app**

Smart Marina is a three-year guest harbour project in the Baltic Sea. The Smart Marina project connect 32 guest harbours and it is an EU Project funded by the Interreg Central Baltic program. The aim of the project is for the guest harbours to be able to offer the boat guests a higher quality of service and safety. Renovation of service buildings, new service buildings, floating jetties and mobile application called "Smart Marina" are part of the investments. Various types of environmental investments will be carried out in the ports. The project only includes guest harbours. The Lead Partner for the project is Ålands Utvecklings Ab, which creates joint activities and recommends environmentally smart investments for the ports. Smart Marina launches the app together with Gitech Ab.

-In the Smart Marina mobile appication, boat guest can plan their guest harbour visits and, among other things, see our guest harbours in Finland, Sweden and Estonia in a 360-degree view, says Lennart Joelsson, Project Manager, Smart Marina.

-I think we have managed to develop an easy-to-use app that is actually groundbreaking. It differs from previous guest harbour apps in that it really takes advantage of the 360-panorama image format. The assignment was perfect for us as we have been developing advanced 360 applications for several years, says David Björlin, CEO of GITech Ab.

When you open the app, you can easily orientate yourself on the map or search among the ports in the list that is divided by country. When you click on a port, you first see a basic information box about the port, then you can look around the port if you open 360 image. There you can directly locate all facilities in the port, such as where you can moor, where the refueling, fresh water and safety equipment are located, etc. You also get a good overview of the entrance route to the port by exploring the 360 image.

Technically, the app is built as a so-called hybrid app, which means that it consists of an app shell that contains several web apps. The shell is downloaded to the user´s phone or tablet while the dynamic map and 360 images are downloaded from the web when the app is opened. In this way, the content of the app can be updated smoothly and quickly. Behind are i.a. a user interface where port administrators can log in and edit the port´s information, which means that changes such as new phone numbers, port charges and more take effect when a user opens the app the next time.

-There is actually a lot of useful information for the boaters in this app! We hope that it will live on and that more harburs can be photographed and included as early as next summer, says David Björlin, CEO, GITech AB.

-Brudhälls guest harbour is very pleased with how our habour is displayed in the new Smart Marina app. The guest harbour has so much to offer and with the new app, boat guests can get a unique overview of the harbour and all the services offered. The app also increases the harbour´s accessibility and helps new boat guests to find us, says Niclas Karlsson, Brudhäll Guest Harbour, Kökar.

-The Smart Marina app makes it possible to present the investments in the 32 ports and provide guest harbour visitors with important information digitally. You can download the app free of charge from Apple´s App Store or Google Play Store, says Annica Grönlund, Communication Manager, Smart Marina.

The European Union and other co-financiers have contributed financial resources, about 200,000 euro per port, a total of about 8,2 million euro, which will go to ports through investments. Smart Marina strives to reduce energy use in ports through energy efficient solutions. Environmental improvements are being implemented, among other things, by installing solar energy systems, renewal of electrical systems, new electric pedestals, new blackwater emptying stations for leisure boats, source sorting, treatment plants for drinking water and wastewater.

-Our Smart Marina ports have had the opportunity to invest approximately 200,000 euros per port through the project and before 2021, most of our 32 guest harbours have spent a large part of the amount, which will be felt in the guest harbours through higher quality and service, says Annica Grönlund, Communication Manager, Smart Marina.

Ålands Utvecklings Ab is the Lead Partner for the project. The other partners are: Valdemarsvik Municipality, Östhammar Municipality, Skärgårdsstiftelsen in Stockholm, Novia University of Applied Sciences and Hiiumaa Vald.

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