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**Actisense CEO Joins International Marine Electronics Alliance**

* *Phil Whitehurst, Actisense CEO, has joined an international alliance* *dedicated to maintaining, improving and creating marine electronic interface standards worldwide.*

Phil Whitehurst, CEO of the Award-winning NMEA specialist brand, Actisense, has joined the IMEA (International Marine Electronics Alliance). Based in the USA, the IMEA forms alliances with other marine industry associations, marine standards bodies, and marine companies to collaborate on specific projects aimed at improving marine electronics interface standards and other marine safety initiatives around the globe.

As a IMEA alliance member, Phil will use his vast experience to help the industry achieve greater safety in recreational boating and commercial shipping through the development of new marine electronics standards. He will also become an international advocate for the marine electronics industry and help to develop innovative funding strategies for the organisation.

A huge personal achievement, Phil has been appointed to the alliance in recognition of his expertise and passion for the marine electronics industry not just in the UK, but worldwide. Phil founded Active Research Ltd, the company behind the Actisense brand, in 1997. Since that time and under Phil’s guidance, Actisense has rapidly grown. The company now exports specialist commercial and leisure marine electronics products to China, India and South America. In addition, the company now works with over 70 distributors in 42 countries, stretching from Norway to New Zealand, Canada to Korea and all of mainland Europe.

Phil Whitehurst said:

“It’s an honour to be accepted as a member of the IMEA. I am extremely passionate about the industry and look forward to contributing my years of experience to help maintain, improve and create marine electronic interface standards worldwide.”

Mark Reedenauer, IMEA President & Executive Director, said:

“The IMEA is pleased to accept Phil on board as an alliance member. With plenty to offer, he will be helping us to develop new and exciting proposals. This will include programs for increasing education and improved services for the international marine electronics industry.’’

For more information about Actisense visit: [www.actisense.com](http://www.actisense.com)

Further information regarding the IMEA is available at: [www.imea-marine.org](http://www.imea-marine.org)

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