Interconnectedness and digitalization is a megatrend in the car industry

How can the boating industry deal with this challenge?

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CompASS
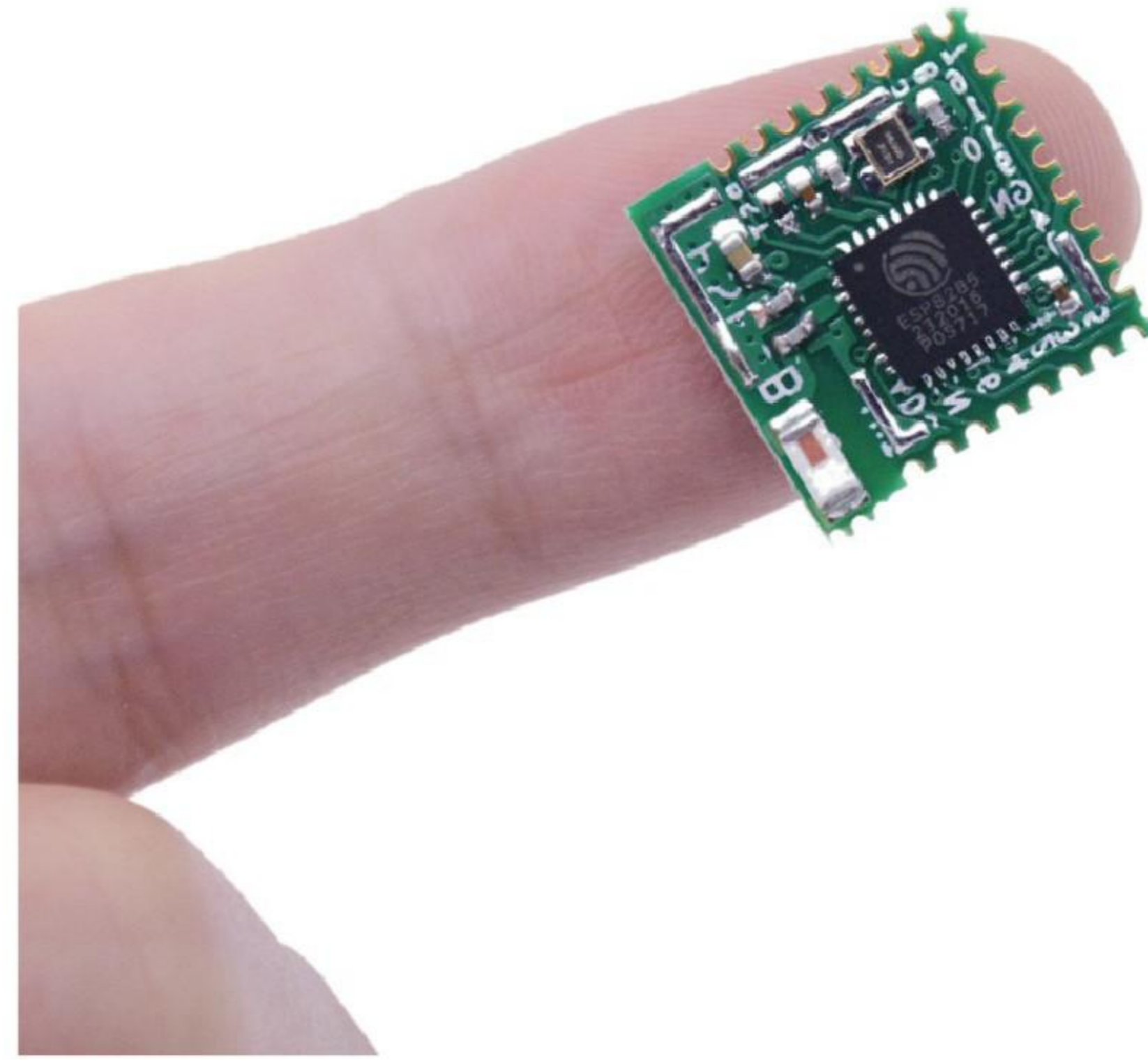
Competence Center Assisted Sailing and Sustainable Boating

Niederrhein University of Appl. Sciences, Krefeld, Germany
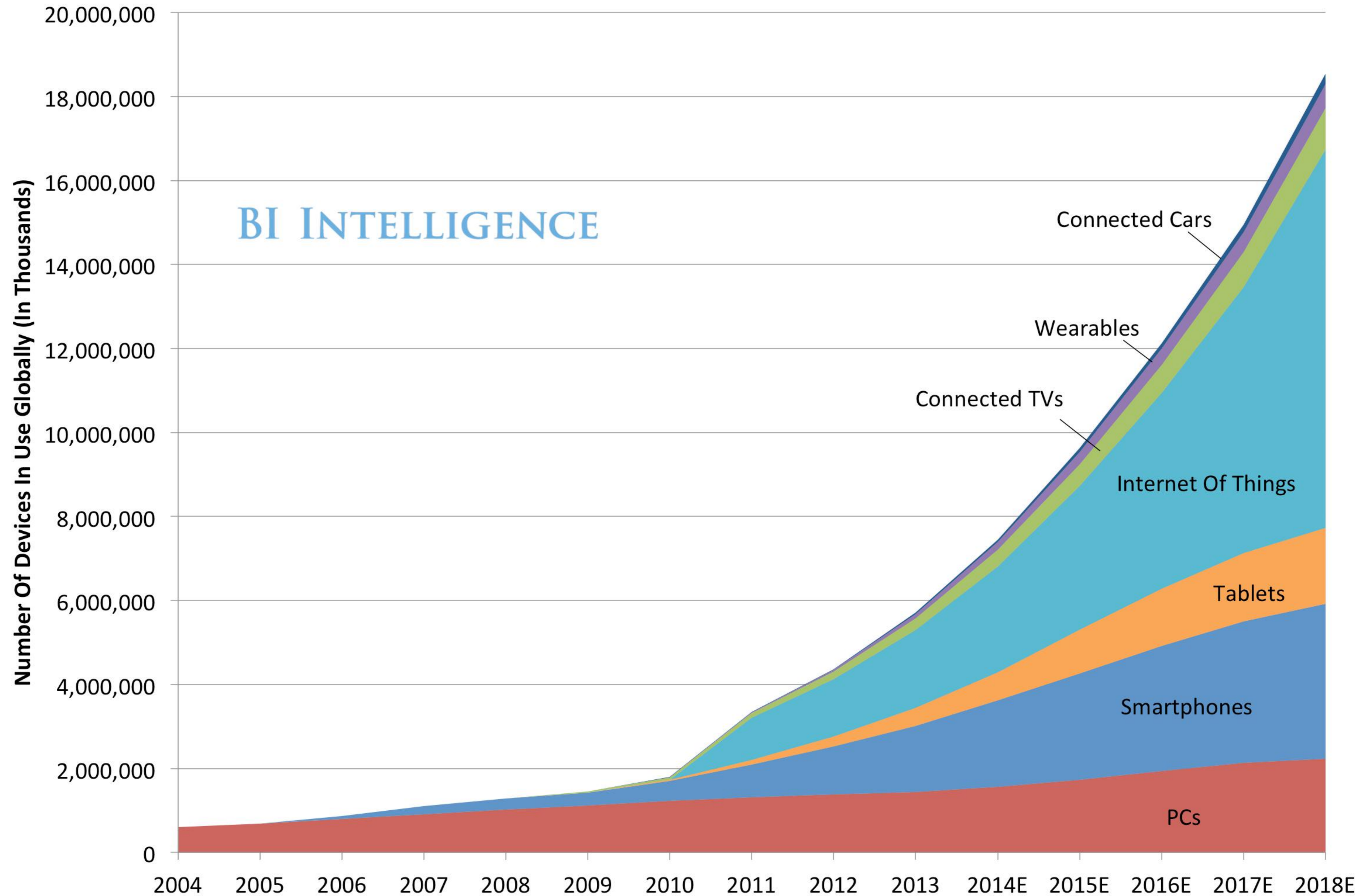bueddefeld@compass2025.de

1. The 3rd industrial revolution

- **„Internet of Everything" is digital interconnectedness**

  - Today, interconnected microcomputers for IoE fit on a finger tip and cost some cent

- **3D Printing is digitalization of manufacturing**

  - Manufacturing becomes democratized:
    Desktop 3D printing will become as usual as desktop publishing

The Internet Of Everything

BI Intelligence

Number Of Devices In Use Globally (In Thousands)

- Connected Cars
- Wearables
- Connected TVs
- Internet Of Things
- Tablets
- Smartphones
- PCs

20,000,000
18,000,000
16,000,000
14,000,000
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014E 2015E 2016E 2017E 2018E

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2. Why vehicle design is a runway to follow.

Almost everyone uses one!

- Vehicles became smart.
- Boats still follow **Murphey's law**: Anything that can break, will break!

Boating should become as smart, safe and comfortable as driving!
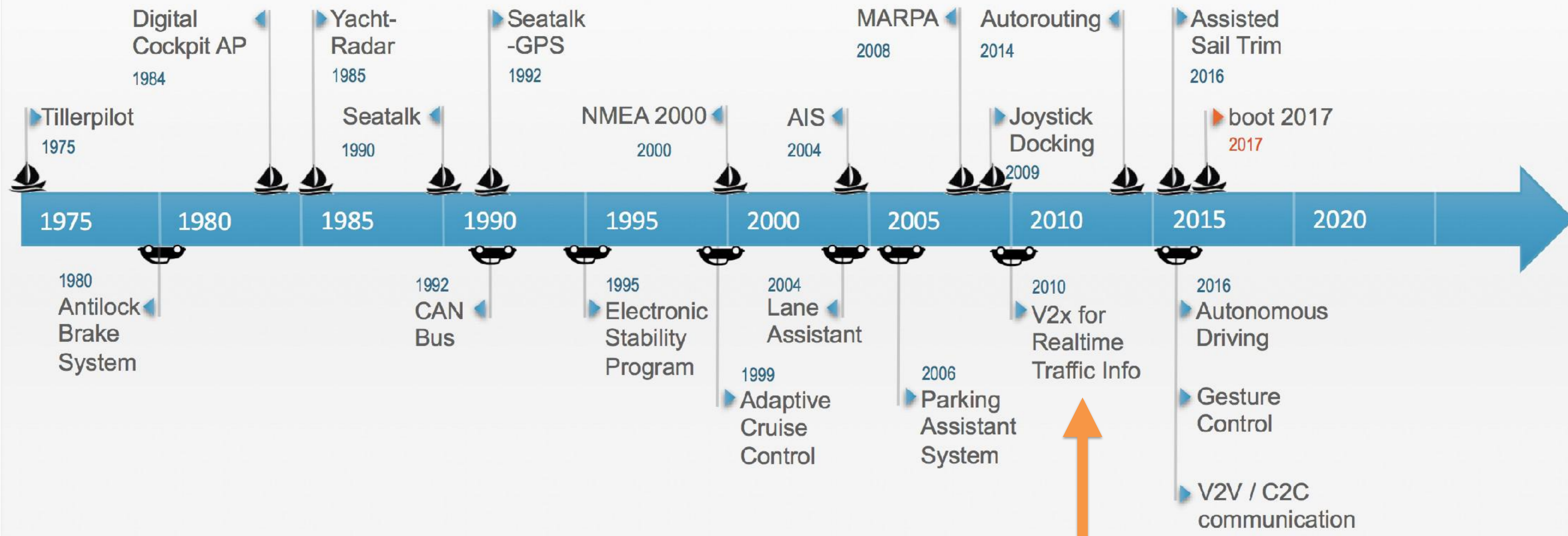
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Vehicle hull electronic components are designed

- for *much more* than **13 Bft** true wind and

- *much more* than 135 km/h salty splash water speeds

- for a large number of units in *cost optimized* serial production

3. The past decades: A comparison of smartness

The Past Decades: A Comparison of Smartness

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V2X paired with Augmented Reality

- V2X interconnected traffic signs by holographical projection activated by demands of actual traffic density

Ambient Assisted Living

- Next generation smart watch with holographical display
- On CES 2017 BMW showed a prototype of a holographical user interface: HoloActive-touch-technique