

# **Opportunities for Ireland**

## *Transport, Logistics & Security*

**Peter Mantel**  
**Deputy Managing Director**  
**Transas Marine Ltd**

# Innovation

*One good idea can go a long way...*

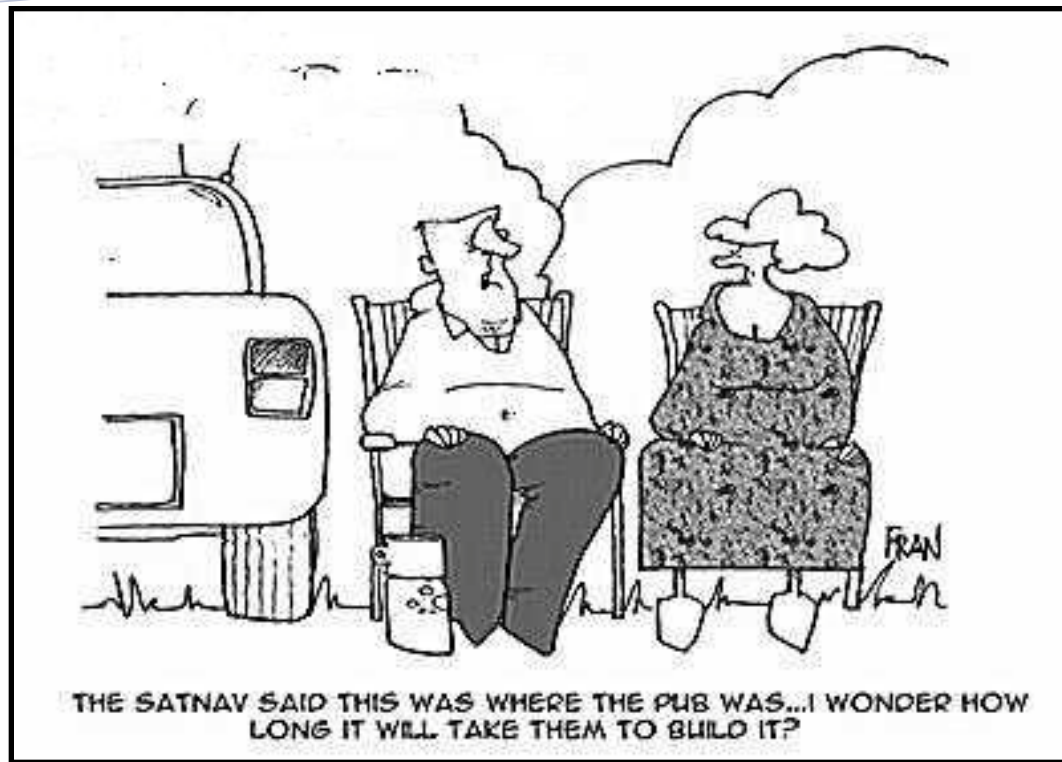


**“For a successful technology, reality must take precedence over public relations, for Nature cannot be fooled.”**

**Richard Feynman**

# Looking to the Future

## Changes and Challenges...



**“If we listened [only] to our intellect, we'd never have a love affair. We'd never have a friendship. We'd never go into business. Well, that's nonsense. You've got to jump off cliffs all the time and build your wings on the way down.”**

Paraphrased from Ray Bradbury

# Broad Trends

Pointing the way...

**“I don't set trends. I just find out what they are and exploit them.”**

Dick Clark

- **A Global Maritime Information “meta” network**
- **Multi-function sensor networks**
- **Sensor Technology**
- **Added Value Tools & Services**
- **The Man Machine Interface**
- **Managing Complexity; Decision Support & AI**
- **Training & Education Technology**

# Specific Opportunities

Playing to your Strengths...

## — Enabling Technologies

- Broadband at Sea

- Collision Avoidance Technology

## — Simulation Based Distance Learning

## — Simulated Environments for Remote Monitoring

## — Hybrid Land/Sea Monitoring & Management Systems

## — Dynamic Maps

## — Added Value Tools & Services

- Track & trace, weather, transparent security, innovative training, information management, presentation & processing...

# Making it Happen

## Commitment and Common Purpose...



“There's a difference between interest and commitment. When you're interested in doing something, you do it only when circumstance permit. When you're committed to something, you accept no excuses, only results.”

Anon



 **TRANSAS**  
SETS THE STANDARD

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