

A large cargo ship is shown from a high-angle perspective, moving across a dark, choppy sea. The ship is white with a dark hull and has several masts and cranes visible. It is leaving a white wake behind it. The sky is filled with heavy, grey clouds. The overall mood is somber and industrial.

**WOULD YOU LIKE TO IMPROVE  
YOUR SHIP-TO-SHORE COMMUNICATION?**

**OTHERS HAVE.**

# MARITEX IS THE KEY TO MARITIME CO

In shipping, telex and teleprinters are the most important means of communication. They have many advantages. Their information is printed out and transmitted swiftly. However, their application has until now been confined to interoffice use. Ship-to-shore contact has been limited to radio telegrams and radio calls.

## AN AUTOMATED SYSTEM.

But from now on, Maritex automates communication between owners and their ships. Statistics show that 50 percent of all Maritex messages reach their destinations within 30 minutes.

## COMPUTERIZED.

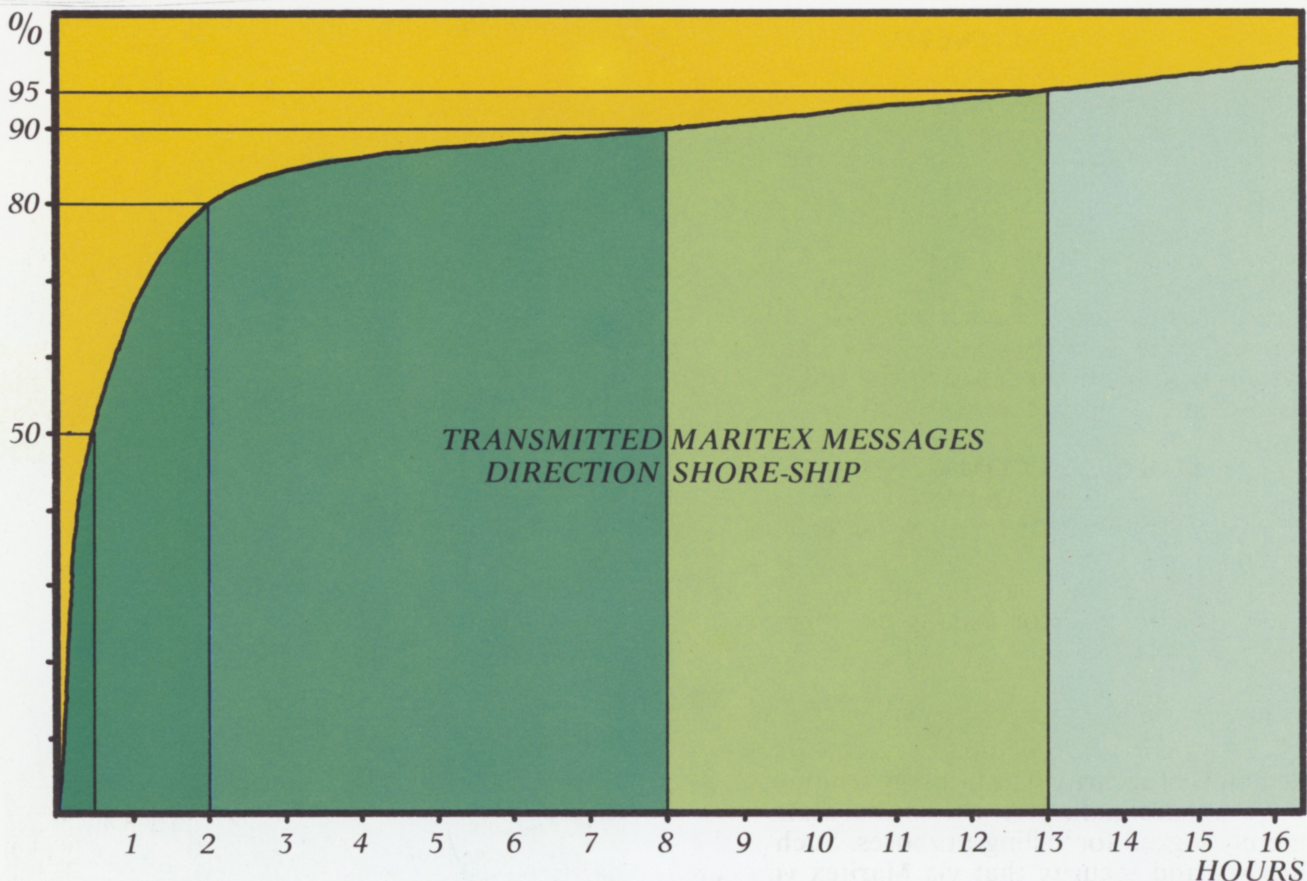
A message can be typed on a telex anywhere in the world. Via the international telex network it then goes to the Maritex computer in Gothenburg, Sweden. The computer stores the message. It knows the position of all Maritex ships. Using directional aerials it makes selective calls every three minutes. Once radio contact is established, the identity of the answering ship is checked. This identification is a feature of the selective contact and no outsider can copy a Maritex message.

Transmissions are made in an error-correcting way which ensures that every single character is received exactly as typed by the sender.

## OPERATES WORLDWIDE.

Maritex is a recent development in maritime ship-to-shore communication. It has proved so successful that by 1977 more than a third of the bigger ships in the Swedish merchant fleet, which sail throughout the world, had been equipped with Maritex. To the owners, Maritex has meant entirely new possibilities for fast and efficient control, enabling them to direct their ships to those areas where the demand for transport is most urgent. Maritex is an essential complement to radio telegrams and radio calls. In a constantly more acrid economic climate, shipping needs fast, safe and economical communication to stay in action.

We know that Maritex with its speed, safety and outstanding economy competes successfully with satellite communication which may be uneconomic for the required volume of communication.



The Maritex System optimizes radio communication to the extent that 80 percent of all messages reach their destinations within two hours.