iTTack

IT Tack Sdn Bhd
www.itTack.com
info@itTack.com

The BoatLogger.com site is launched and is set to revolutionize traditional yachting tasks

The combination of smartphones, a unique website and optional electronics replaces the traditional logbook. It documents and shares information about the life on board!

Kuala Lumpur, Malaysia: Today, IT Tack Sdn Bhd, a company specialized in IT and electronics for the yachting industry, announced that it has released the site BoatLogger.com. The site is designed to be a paradigm shift in how information is handled on yachts. IT Tack is reshaping the traditional approach that the paper logbook is used to document what happens on board and replace this with an electronic logbook and ecosystem of apps for smartphones and electronics that are linked to instruments and also backed up and shared to shore based servers when connected to the Internet.

At the release, the IT Tack CEO Per Magnusson said, "While much of the yachting equipment has developed tremendously during the last decades, the logbook has remained a paper document that often is just a handwritten copy of what the instruments are showing us". Mr Magnusson went on to ask "when modern electronics and apps can make this simpler, more accurate and even safer, then why complicate things by doing it by hand?"

 The company further announced that the release of BoatLogger.com will enable each yacht owner to freely get their own website for their yacht. This site is highly configurable and can be the centerpiece for documenting and sharing life onboard with features such as photos, blogs, boat information, weather data, social media interaction, logbook and much else. The site is seen on www.BoatLogger.com and apps for phones and tablets will be released in a few weeks to be downloaded from Google Play and iTunes App Store.

About IT Tack Sdn. Bhd.: IT Tack Sdn Bhd is a company specialized in electronics and IT for the yachting industry. The company is based in Malaysia to take advantage of the young, well-educated and English speaking workforce. IT Tack is behind the BoatLogger development and has previously released market changing solutions such as the first ever smartphone based anchor watch application – MyAnchorWatch.com - that was released in 2009.

IT Tack Sdn Bhd   info@ittack.com   1 (1)
22 Medan Nusantara   www.ittack.com
50480 Kuala Lumpur
Malaysia