

## ANT's Monaco Yacht Show 2009



ANT attended this year's Monaco Yacht Show with a theme based on Partnering for Excellence. This was supported with a Partnering for Excellence high quality coffee table book that incorporated a number of ANT's key partners and suppliers. The inspiring A3 book blends text and high resolution images to graphically explain to owners, captains and project managers what ANT and their suppliers can provide to cover the diverse needs in the audio visual, IT, communications, security and bridge areas.

ANT found the mood of the show to be one of 'positive, yet cautious, optimism' as the ebb tide of the economy appears to have turned and justified confidence starts returning to the industry.

ANT is involved in projects that cross all stages of a Superyacht's life span, dealing with new builds, refits and general through life servicing. They deal directly with owners, captains, project managers, the shipyards and suppliers, which places them in a unique position and allows them to have a well judged view over the industry's position. ANT noticed one interesting upturn at MYS being the apparent pick up of the second hand market and resurrection of previously postponed refits and delayed build programmes which would support an optimistic upturn in the market. Similarly the 30m-50m market seemed to be the big resurgent area, especially in top specification yachts of this size.

- Paul Cook, an ANT Director, stated "we have a seen an increased spend and desire for ANT's cutting edge technology on smaller vessels. Specified AV systems that make them akin to 50m+ yachts, which has not always been the case, are now being routinely requested."

**Steve Croft – Sales Director – Linn**

"Everyone at ANT made the visit to Monaco a pleasurable one and Jill Phillips (Supply Chain Manager) played the perfect host! It also gave me the opportunity to spend time with other ANT preferred partners to discuss the market and see it from their perspective. We are proud to be working with ANT as part of their preferred partner scheme as we share a common vision of delivering the highest quality marine entertainment systems in the market that are unique and unrivalled in performance."

**Steve Adams – CI Manager - Armour**

...this was my first time in Monaco and the Yacht Show and WOW! what a spectacle. It had been all very last minute from my side, but I met up with A-N-T team as arranged not knowing what they looked like, but after a couple of texts I found that I had been standing right beside them. There was a very warm welcome from all and I immediately felt as if I had known them a lot longer, the partner dinner was a very relaxed affair, good food, good conversation and great company. Jill was the perfect host and I don't recall ever having an empty glass in my hand! That together with some of Steve and Tim's insights and stories made for a perfect night in Monaco and an introduction to A-N-T that can only cement the relationship going forward. My stay was very brief, but worthwhile and I look forward to being invited back next year, but this time I shall make sure I get at least a day at the show.

**Lynn & Kevin Scott – Directors – Definitive Audio (new partner 2010)**

"It was an absolute delight to visit the MYS, and to be introduced to members of the ANT team. We would particularly like to extend our thanks to Jill Phillips (Supply Chain Manager) and James Ward (Technical Manager) for their warm hospitality and for spending time with us. It was also a real privilege to be escorted around the show by Derek Jarman who is currently working with ANT, and who provided access to the most spectacular array of beautiful yachts, and who introduced us to a host of interesting people; all of which made for a truly inspiring experience. Thank you very much, and we hope to see you there again next year"

**Hartmut Berberich – Technical Business Manager – SIM2 Europe**

" being proud, to meet A-N-T as one of important partner in the area of entertainment systems for super yachts – on the Monaco Yacht Show 2009 - . The cooperation with A-N-T and SIM2 in the area of displaying big picture will give a stunning experience to the Yacht owner. "



### **Andy Dennis – International Sales Manager – Van Damme Cables (new partner 2010)**

“Van Damme is delighted to have the opportunity to work with ANT on future projects. We believe we can compliment the professional service that ANT already provides to their clients by offering the highest quality cable & connectivity solutions”.

We also think that they are bloody nice people J

### **Dallas Tacon – Marine Business Manager – Crestron Marine Division**

Firstly thanks very much for your wonderful hospitality and a long evening from which I am still recovering I think.

The idea of having partner dinners is a great one and I for one enjoyed immensely meeting similar like minded professionals in a relaxed environment where it is possible to network. Only Monaco Show can do this as the setting is perfect , everyone is close by and the schedule leads to a great deal of face time which is vital. Should I be able, I will try the same tactic next year. Well, close.....

I hope the show was as successful for you as I found it and that the order books will be filling up for the year ahead. Obviously we will have Franks boat there next year for demo purposes and this will give ANT a platform to showcase the latest Crestron platform and wow their clients. Also I will update you with all the bits and pieces that we spoke of once they have been firmed up with Robin and then we can go from there.

As before, if you need the extra clout of Crestron to be brought to a meeting with yard or clients, please let me know. As Robin says, I am there for the dealer network to use. Lucky me.

Please thank Steve, James and all concerned for contributing to a great 09 MYS. And of course you!!!!

### **Martin McCue – Sales Manager EMEA & Asia - Meridian**

‘Meridian was delighted again to be involved with ANT at this years premium Super yacht show in Monaco. Their professional display and attitude during the show, will no doubt lead to more exciting projects being signed to ANT’.