



# AME ATLANTIC MARINE ELECTRONICS

## The AME Advantage

**T**urnkey. The term is synonymous with Viking Yachts. For the past 16 years, the Viking subsidiary Atlantic Marine Electronics, or AME, has played a major role in putting our yachts in “ready-to-operate” condition for their eager owners.

“With increased reliance on navigation, communication and entertainment electronics and its fast-paced evolution, AME is more valuable than ever to Viking and its owners,” says Viking President and CEO Pat Healey. “I’ve watched AME grow and get better each year.”

AME came to life in the early 2000s after Pat had a dockside discussion with a longtime owner. The owner was less than enthusiastic about being unable to use his brand-new Viking because the outside electronics technicians were still working on the installation, which dragged on for several weeks.

That was unacceptable for Pat and the Viking Yacht Company. Pat, who was Viking’s Executive Vice President at the time, understood the importance of marine electronics from sales to installation to service. He also realized there was a void in the marketplace, one that he intended to fill

for the betterment of all Viking customers. AME was formed in 2003 with a simple goal: provide industry-leading in-house custom electronics packages for Viking owners.

The relationship between AME and Viking strengthens every year. Because AME is a sister company of Viking, much of the preliminary work like cutting holes and running wires and cables can be accomplished while the yacht is still being built. This saves time and provides for better installation. And since Viking demo boats are test beds, owners are the first to be given the opportunity to outfit their boats with Viking-tested cutting-edge products.

For example, a recent Viking 72 demo was the first recreational yacht equipped with Furuno’s TZT2BB Multi Function Display (MFD) Black Box with dual-display capability for all-glass displays. AME was one of the first companies to install another Furuno product—the innovative CSH8L MK2 Omni, a full-circle scanning sonar dubbed as a “game-changer” by AME General Manager Todd Tally. No other U.S. company has installed more of these units than AME.

AME experts will provide the customer service after you take delivery to keep all your equipment in tip-top condition and up to date with the latest technology. As your electronics needs change during your ownership, AME will be right there with expert advice, guidance and service.

AME’s engineering, design and custom installation craftsmanship was once a luxury only afforded to owners of Viking Yachts. But AME can also accommodate the needs of owners of pre-owned Vikings and yachts from other builders.

With extensive facilities in New Gretna, NJ, Riviera Beach, FL, Bradenton, FL, and most recently Destin, FL, AME has the reach, technical facilities and teams to provide support wherever you may be. They even have strong support and service relationships with leading providers in the Caribbean and South America.

AME will also be supporting the new Valhalla Boatworks center consoles with custom electronics packages.

So, whether you are building a new Viking yacht or updating your current vessel, let AME be your one-stop shopping port.



AME Sales Manager  
Chad Clarke



With the KVH HD7 you'll never miss a swing



A KVH HD7 on the  
68 EB Lisa G



AME technician Ian Gillen  
installs the KVH HD7

# Chattin' with Chad

## What Do the DIRECTV Changes Mean for Yacht Owners?

Recently, one of the hottest topics we are hearing about involves the service changes announced by DIRECTV, and how they will impact the satellite television programming that so many of us have come to enjoy while we are on the water.

To help you navigate through these uncharted waters in the next few months, Atlantic Marine Electronics (AME) Sales Manager Chad Clarke offers these five tips.

### 1. KNOW WHO YOU ARE CALLING:

When DIRECTV was acquired by AT&T a few years ago, the newly combined company became the largest pay TV provider in the United States and the world. That's big. And that means that when you need anything related to your DIRECTV service, you are now calling AT&T, which has a much more automated approach to calls. They will expect you to have taken steps to set up online security and manage your account online as much as possible. They will require a security profile and a PIN number from you before they will proceed with your call. Many people are finding it very frustrating to get help about their DIRECTV satellite TV service for their boats—you are not alone!

### 2. RESIDENTIAL IS KING:

All the info about DIRECTV is aimed toward residential customers—not boat customers. This is because the residential/house market makes up most of the DIRECTV customer base. Marine is a very minor part of their market. If you have a question about your DIRECTV service for your boat, you are better off calling a marine electronics installer such as AME or a marine satellite antenna manufacturer such as KVH—if you have or plan to purchase a KVH TracVision antenna.

### 3. WHAT IS CHANGING:

DIRECTV is making a range of changes regarding supported receivers and accessibility to local channels. For example, DIRECTV is no longer activating standard definition (SD aka MPEG-2 format)-compatible receivers. If you have an older DIRECTV receiver, chances are it will still function, but if you suspend your service—which boaters often do during the off-season—DIRECTV will no longer re-activate the receiver. You will need to upgrade to a high-definition (HD aka MPEG-4 format)-compatible receiver.

### 4. LOCAL CHANNELS:

Lots of people are asking about getting local channels while on their boat. Local channels are currently broadcast in SD to designated market areas (DMAs) around the country via the Ku-band 101W and 119W satellites. Beginning in mid-2019, DIRECTV will start to move local channels for each DMA to one of the DIRECTV Ka-band satellites. Your local channels have always been based on your service 'address' DMA, which has typically been the same as your home address. The changes DIRECTV is making may result in all your SD locals going away, no matter where your boat is at the time you are watching DIRECTV.

### 5. SUGGESTED SOLUTION:

Make a fresh start with a HD marine satellite TV antenna and a separate DIRECTV account for your boat. This advice is based on the fact that going forward, we anticipate even more complexity in boat owners maintaining receivers associated with home accounts. KVH's HD7, for example, is designed for all DIRECTV HD programming, and KVH has just become a DIRECTV commercial dealer, which means KVH can set up your boat account and handle your service issues directly, without you needing to deal with DIRECTV. In addition, KVH is offering a \$2,000 cash back offer right now if you upgrade or buy a TracVision HD7.

If you are interested in any of the products mentioned here or are contemplating an electronics upgrade, please contact Atlantic Marine Electronics in New Gretna, New Jersey, at 609-296-6000, or in Riviera Beach, Florida, at 561-493-2833; [atlantic-me.com](http://atlantic-me.com).