



## PRESS RELEASE

### ITALIAN STARTUP PRESENTS "DIGITAL SAILOR" AT CES IN LAS VEGAS

***Boating and artificial intelligence: SmartSailor lands in the United States. Italian boating innovation takes the stage at the world's most influential technology event and opens intelligent boat management to everyone. Selected by the Italian Trade Agency (ICE) among the excellence of the Italy Pavilion, Chimera Tech launches a strategic innovation: the "digital logbook" becomes free and accessible to every boat owner, even without onboard hardware.***

#### **LAS VEGAS, January 7, 2026.**

The Italian "digital sailor" arrives in Las Vegas. SmartSailor, the new system developed by Chimera Tech Srl—an innovative startup specializing in advanced technological solutions—is being showcased, from yesterday through January 9, at CES®, the world's most influential technology event, held every year in the city of Las Vegas, Nevada (United States of America). In the heart of Eureka Park, the Venetian Expo area dedicated to global innovation, SmartSailor represents the future of Made in Italy boating within the official delegation led by the Italian Trade Agency (ICE). The Las Vegas showcase is the third stop in SmartSailor's presentation tour, following its debut in September 2025 first at the Cannes Yachting Festival (France) and then at the Genoa International Boat Show (Italy).

**The innovation is** a "digital sailor" for everyone. On the occasion of the show, SmartSailor announces that registrations to its web portal are **open to all boat owners**, for the first time decoupling software usage from the purchase of hardware. The goal is to allow anyone to experience firsthand the potential of organized, digital boat management. By registering for free, users can immediately access the "Smart Logbook" module, a professional tool designed for specific functions: to centralize bureaucracy, keeping insurance deadlines, onboard documents, and safety equipment under control within a single dashboard; to plan maintenance by creating an organized intervention plan to keep the boat efficient and avoid unexpected technical downtime; to explore the ecosystem, understanding through practical use how data organization is the first step toward a "Smart Boat". Users can then decide to enhance the system by integrating the SmartBox for real-time monitoring and telemetry, turning those static deadlines into dynamic data.

*"Our presence in Las Vegas—following a rigorous selection that confirms the technological value of the project—is not only an international showcase, but also an opportunity to announce a paradigm shift aimed at democratizing safety at sea. Being here at CES, as ambassadors of Italian technology, gives us the chance to deliver a clear message: innovation must be accessible. With the new open portal, we want to offer every boat owner—from the recreational boater to the yacht owner—an immediate tool to simplify the management of their vessel. This is how we demonstrate the concrete value of our system: we start with order and planning, and move toward full predictive prevention"* Says demo Marco Chimenti CEO.



## Where to find us

**SmartSailor is at the Venetian Expo, Hall G — Eureka Park, Booth 61001 (Italy Pavilion), showcasing how IoT and AI are reshaping the boating experience.**

To register and activate the free digital logbook: [www.smartsailor.it](http://www.smartsailor.it).

*SmartSailor (a Chimera Tech product) is the integrated hardware/software platform that brings home automation and predictive analytics onboard. Through an intelligent ecosystem, it transforms any vessel into a connected environment, ensuring continuous monitoring, active safety, and optimization of operating costs. It is a constantly connected digital brain for the boat, capable of integrating with onboard instrumentation and enabling continuous monitoring, system automation, remote management, and intelligent assistance. A platform designed for boat owners, recreational boaters, and sailors, able to elevate the boating experience to a higher level, with the same ease of use as the most modern smart home technologies.*



## Contacts

Mail [press@chimeratech.it](mailto:press@chimeratech.it)

Mobile +39.393.4500099

