

\*\*\*\*PRESS RELEASE\*\*\*\*

## **FATHOM ANNOUNCES INDUSTRY'S FIRST COMPREHENSIVE GUIDE TO SHIP EFFICIENCY TECHNOLOGIES AND MEASURES**

*Meets industry thirst for knowledge for comprehensive information about eco-efficiency technologies and measures, amid increasing commercial and regulatory pressure to reduce fuel bills and emissions*

LONDON: January 13: Fathom, a leading provider of market intelligence products and services for the marine and energy industries, today announced that it is developing 'The Guide': the first comprehensive guide to ship efficiency and technology measures. The Guide will be launched in February 2011, and is supported by BIMCO, the world's largest private shipping organisation, as well as classification society, Lloyds Register

*The Guide* - which is available to pre-order at <http://www.fathomshipping.com> - features over sixty eco-efficiency technologies and measures that are currently commercially available, as well as information on the 130 companies behind them. *The Guide* provides in-depth analysis of the current market for eco-efficiency technologies, a critique of which technologies are the most advanced, whether they can be retrofitted or not, their fuel saving payback and which vessel type applicability.

Amid rising crude and bunker prices, *The Guide* has been developed to meet the increasing thirst for knowledge of fuel saving efficiency technologies and measures, as shipping faces increasing commercial and regulatory pressure to reduce fuel costs and emissions, respectively.

A spokesperson for BIMCO commented: "BIMCO welcomes *The Fathom Guide to Ship Efficiency Technologies and Measures* as a new tool for ship owners, operators and designers who are searching for information on reduction of air emissions from ships. Fuel costs represent in general the largest operating cost for ships. The shipping industry and its suppliers are increasingly innovative in discovering means to reduce fuels costs and emissions and '*The Guide*' provides a comprehensive listing of the options available for the shipowners and ship builders."

Peter Lockley, Editor, Fathom said: "Fathom is about creating intellectual capital that gives companies the knowledge and understanding needed to seize the opportunities of increased operational and environmental performance as well as enterprise value and profitability. '*The Guide*' does that, and is an important industry reference as technologies and measures develop and are increasingly deployed."

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# fathom

marine | energy | environment

## **About 'The Guide':**

*Coming in February 2011, and supported by BIMCO and Lloyd's Register, 'The Guide' is the first ever report to critically examine ship fuel and emissions efficiency technologies and measures, and profile the companies providing them to assess their commercial viability.*

*The Guide examines key company data, technology principles and maturity, vessel applicability, savings claims and supporting verification, potential return on investment and other salient information in this vital new area.*

- *Over 60 technologies and 130 technology providers examined*
- *Listings by technology and company*
- *Company directory*
- *Regulatory overview and commentary from BIMCO*
- *Greenhouse gas and emissions regulatory overview*
- *Over 200 pages*
- *Includes four core chapters: ship design, propulsion, machinery, and strategy*
- *Additional chapter devoted to scrubbing technology*

## **About Fathom:**

*Using its deep industry understanding and applying rigorous analytical processes to the latest market, company and regulatory information, Fathom creates detailed insight and intelligence on the key challenges that are redefining every facet of operations within marine and energy.*

*This intellectual capital gives companies the knowledge and understanding they need to seize the opportunities of increasing operational and environmental performance as well as enterprise value and profitability.*

<http://www.fathomshipping.com>

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