



**FOR IMMEDIATE RELEASE:**  
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## **MAZU ANNOUNCES ROFFS™ ANALYSES DIGITIZED AND OVERLAID DIRECTLY ONTO SPORTFISHING APP**

*Users Can Now Access or Download ROFFS Reports When Offshore*

**Reston, Va. and Melbourne, Fla. –** mazu, a leading marine technology and satellite communications brand and ROFFS™ (Roffer’s Ocean Fishing Forecasting Service), a scientific consulting company, announced today they have entered a partnership. Now with the free mazu SportFishing app, anglers can view and download their ROFFS fishing forecast hot spots while offshore. Information from ROFFS is digitally overlaid directly onto detailed sea surface temperature (SST), chlorophyll, current and altimetry charts in the mazu SportFishing app for iPad.

ROFFS provides a variety of the high-resolution satellite-derived fishing oceanographic analyses that are customized for local, recreational and tournament anglers. These analyses are specialized for pelagic fish like tuna, marlin, wahoo, dolphin, sailfish, swordfish, spearfish, shark, kingfish and bluefish. ROFFS professional oceanographers analyze multiple real-time oceanographic datasets including but not limited to; ocean currents, SST, clarity, ocean color/chlorophyll, plankton, frontal boundaries, species habitat of targeted fish, and bottom structure to guide users to the most productive waters for a successful fishing trip. This data is integrated into hot spot locations detailed on an oceanographic map and a comprehensive text description that is easy to understand and use.

SportFishing users can download their report straight from ROFFS website or by their emailed PDF from ROFFS by simply clicking the “Open With” button at the top right and select “Copy to mazu”. The app will automatically open and populate the fishing hot spots onto the screen. Each location is selectable to see the ROFFS analysis about that fishing spot. SportFishing is accessible over satellite for offshore use via mazu m2500 hardware, those users are also able to receive ROFFS reports and updates while

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offshore and out of cellular or WiFi range.

“We are thrilled to be the first sport fishing technology to offer the exclusive details of ROFFS analysis data in a digital format,” said Craig Myers, director of product management, mazu. “The mazu SportFishing app already offers vital detail and features that no other service provides. By combining ROFFS in-depth analysis onto a free and intuitive platform for users to display makes the SportFishing app absolutely essential for every angler.”

“We are very excited to partner with mazu in this endeavor,” said Matthew Upton, president and owner, ROFFS. “We are trying to create a better experience for our users. By having our analyses more accessible in an intuitive georeferenced platform, combined with all the real-time data and satellite capabilities that mazu provides is going to be a gamechanger for our clients.”

For information about mazu SportFishing, and other mazu products, please visit [www.mazu-marine.com](http://www.mazu-marine.com). For information about ROFFS, please visit [www.roffs.com](http://www.roffs.com).

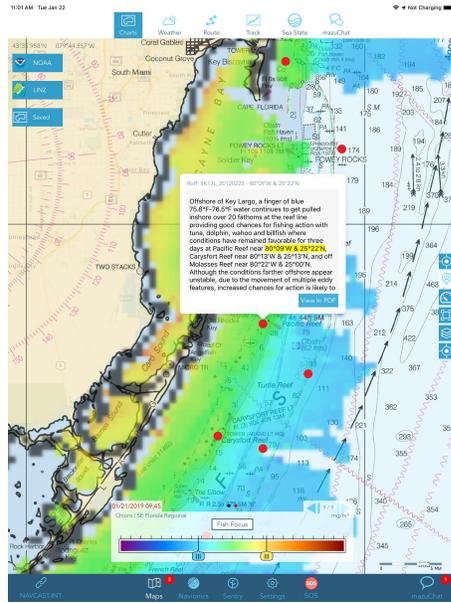
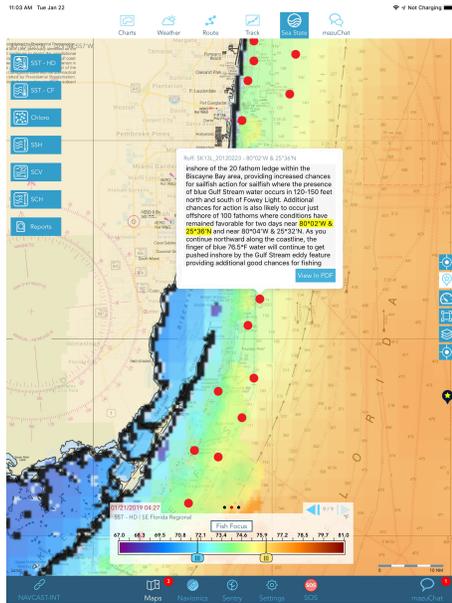
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#### **About mazu/SkyMate:**

Based in Reston, Virginia mazu/SkyMate is a technology company that specializes in using advanced engineering to simplify satellite communications. They have developed proprietary software that allows for sophisticated satellite signal compression that maximizes data transfer while keeping air time costs down. The user interface of the mazu system allows all types of customers to access the communication tools and information they need easily and effectively. [www.mazu-marine.com](http://www.mazu-marine.com)

#### **About ROFFS:**

ROFFS is a scientific consulting company based in West Melbourne, Florida that is involved with fisheries oceanography, environmental science, and satellite remote sensing. Founded in 1986 by Mitchell A. Roffer (Ph.D.) in Miami, Florida and now owned by Matthew A. Upton, ROFFS is best known for its real-time tactical and strategic fisheries forecasts that are the result of the integration of satellite imagery and other fisheries oceanographic data. ROFFS is intensively involved a broad range of projects from ship routing, oil and gas offshore rig monitoring, seismic and fish surveys, fisheries development, aquaculture, environmental monitoring, and applied scientific research. [www.roffs.com](http://www.roffs.com)



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