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## **Danish wind meter for smartphones nominated at the world's number one design competition for marine equipment**

**The Danish designed Vaavud wind meter for smartphones has been nominated in the world's most prestigious international design competition for new marine equipment and accessories, DAME 2013. The nomination is in the category 'Marine electronics & Marine related software' and recognizes that Vaavud is well underway to fulfill its mission to create the best wind meters on the planet.**

The Vaavud wind meter stands out from competing products because it harnesses the power of smartphones to make accurate, crowd sourced wind reports. The rotor contains magnets, so the digital compass can pick up the rotations and use it for measurements. This has never been done before and has made new features a reality as well as it has increased the usability of wind meters.

### **Making a difference in sailing communities**

The sailing community was a big inspiration when the product was developed, according to Vaavud co-founder & CEO, Thomas Helms:

*"Providing the sailing community with an accurate, user friendly and cost effective hand held wind meter, to supplement the mast mounted ones, has been a big inspiration from the beginning. We consider this nomination a major recognition from the sailing community which has embraced the fact that the superior usability and the online functionality of the Vaavud wind meter makes a difference for sailors".*

Also communities within kite surfing and wind surfing were a big inspiration in the beginning and the interest from unexpected communities such as paragliders, weather enthusiasts etc. has been overwhelming.

Vaavud already has distribution agreements in 12 countries, as well as online sales, but is hoping that the DAME nomination and exhibiting at the METS tradeshow will help the product to gain even broader market presence.

The recommended retail price for the wind meter is 45 EUR (50 USD), and the free Vaavud app is available for download on the App Store and on Google Play.

### **For more information, please contact:**

Co-founder & CEO, Thomas Helms, [thomas@vaavud.com](mailto:thomas@vaavud.com), +45 51 49 61 48



### **Vaavud ApS**

Vision: to create the best wind meters on the planet in terms of usability, features and third party integration. Vaavud ApS was founded in Copenhagen, Denmark in 2013. The brand name Vaavud speaks to the company's Danish roots and means 'wind' in the language of the Old Norse gods. Vaavud is rapidly expanding and at this point the wind meter has been used for measurements on 6 continents, in 64 countries, with more than 2000 weekly measurements ticking in.

For more information: [www.vaavud.com](http://www.vaavud.com) / [facebook.com/vaavud](https://facebook.com/vaavud) / +vaavud / @vaavud