



Peter Kilgore
VP Marketing
IMTRA
pkilgore@imtra.com

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

FOR IMMEDIATE RELEASE:
June 11, 2015

IMTRA BRINGS ADVANCED LILAAS TECHNOLOGY TO U.S. MARKET

Multifunction Controls Lead the Way in Innovation and Compact Reliability

New Bedford, Mass. – IMTRA, the leading manufacturer and importer of quality marine products, announced today its partnership with Lilaas to bring the latest in sleek, contemporary and intuitive controls to the U.S. market. With this exclusive distribution agreement, Lilaas products will enhance IMTRA's already robust line of quality OEM products.

Lilaas award-winning products have been the staple of ship operations for years. Adding to its impressive portfolio, Lilaas has recently introduced its newest type-approved and competitively priced compact controllers, the L01 and the L04. Popular in European markets, the new controllers are now available exclusively from IMTRA in North America. The L01 is designed for azimuth, single/double thruster and propulsion control, while the L04 is a multi-axis joystick controller designed for a wide variety of onboard and shore-based applications. Custom-tailored for every application, each unit delivers unparalleled ease-of-use for operators in today's shipping industry.

The L01 is offered in multiple configurations and can be purchased with an electric shaft system or as a mechanical version. Feature-packed, the unit's TFT LCD display panel graphically shows lever position and provides feedback information from ships' systems. It also includes improved image quality controls, such as addressability and contrast, as well as capacitive touch switches for menu operation or for customizing functionality. Each unit communicates via CANopen, analog signals or both, depending on the specific application. IMTRA's knowledgeable technicians have been trained in the Lilaas factory and can configure the L01 in minutes as part of the installation and setup process using Lilaas' proprietary advanced software. Controllers can also be purchased with optional engraved indicators and LED illuminated scale.

-more-

IMTRA BRINGS ADVANCED LILAAS TECHNOLOGY TO U.S. MARKET

Page 2

“We are very pleased that our new partnership with Lilaas times perfectly with the introduction of its next generation of products,” said Alex Larsen, vice president of commercial sales, IMTRA. “Lilaas is a leader in precision marine, medical and aviation control technology, all manufactured at its state-of-the-art facility. The L01 and L04 controls fit seamlessly with the quality products that are our speciality. They perfectly round out the high-performance equipment portfolio that we offer our system integrators and installation partners, as well as end-users.”

For pricing and configuration information, please call 508-995-7000. For more information on Lilaas L01 and L04 controllers, and Lilaas’ full line of products, visit www.imtra.com/lilaas-controls.htm. For more information on IMTRA or its entire product line, please call 508-995-7000 or visit www.imtra.com.

-30-

About IMTRA:

IMTRA, based in New Bedford, Massachusetts, is an importer and manufacturer of high quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With over 60 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 10 regions throughout North America. The company’s extensive product knowledge is available to its customers through a renowned full-service department and professional customer service group. Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Antennas, Gangways, Seating, Controls and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Side-Power, NorSap, Vimar, Lofrans, Muir, Exalto, Colorlight, Roca, Lilaas and many more. www.IMTRA.com/about-IMTRA.htm.



Lilaas L01



Lilaas L04

For imagery and other editorial requests, please contact:

**Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com**