

# Transforming the Marine Infotainment System with Power-Pole VISION

MediaTek IoT-Modem platform enables unified, Google-certified solution

## Case Study



## Application

Next-Generation Google-Certified Marine Infotainment System

## Background

JL Marine Systems®, an industry-leading designer and manufacturer of boat control technology and the creator of the Power-Pole® shallow water anchor, partnered with NEXA® (formerly Social Mobile) and MediaTek to create VISION – the world's first Google-certified marine infotainment system. Designed in both 7-inch and 12-inch models, VISION delivers unified boat control, marine-grade durability, and access to the Google Play Store for app-based navigation, entertainment, and system-wide integration.

## Challenge

Before VISION, Power-Pole® lacked a unified control solution that enhanced user experience. The primary challenges included:

- **Lack of Unified Control:** Prevented seamless control of multiple boating products and accessories from a single interface.
- **Extreme Durability:** Required to withstand harsh marine conditions.
- **Lack of Intuitive Interface:** A desire for a smartphone-like, intuitive interface that could run any app in a ruggedized format.
- **App Accessibility:** Along with product control, allowing users to access to app-based navigation and entertainment.

## Results:

The Power-Pole VISION marine infotainment center redefines the marine experience by integrating control, connectivity, and entertainment into one streamlined platform. Boaters now enjoy:

- Unified, app-enabled control of all compatible marine systems.
- Access to high-quality navigation and entertainment apps.
- Rugged performance that endures the harshest on-water environments.
- Future-ready expandability for evolving boating technology needs.



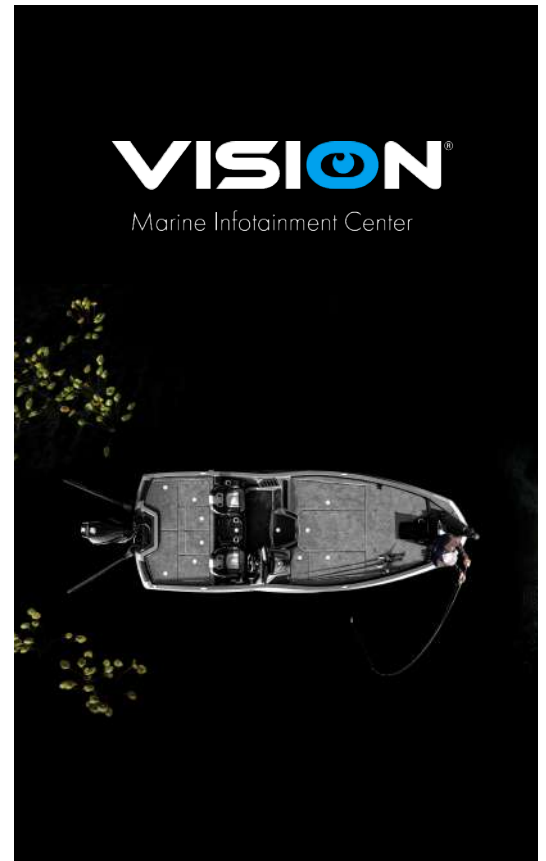
SEE EVERYTHING  
AND CONTROL MORE

## Solution

To overcome these challenges, JL Marine Systems collaborated with NEXA®, a leading provider of enterprise mobility solutions as well as MediaTek and PureTalk to engineer VISION—a purpose-built infotainment hub for marine environments.

Key features include:

- **Custom, Purpose-built Hardware:** NEXA® developed two durable marine-grade devices with 7" and 12" display options supporting IP67 durability and sunlight-readable touchscreens.
- **Secured and Managed by Android Enterprise:** As the world's first Android-certified marine device, VISION has access to the Google Play Store and Google Mobile Services.
- **Powered by MediaTek's MT8788 IoT-Modem Chipset:** Leveraging the worldwide proven modem capability of MediaTek and the Octa-core, LTE/Cat-7 MT8788 allows for always connected capability and a reliable advanced-processing and low-power platform for the Android operating system.
- **PureTalk Wireless Connectivity:** Enables real-time navigation, control, and data access directly from the water.



## Conclusion

By leveraging NEXA®'s enterprise mobility expertise and MediaTek's high-performance, low-power chipsets, JL Marine Systems has delivered a secure, scalable, and future-ready infotainment solution. VISION not only meets the demands of today's boaters but sets a new benchmark for marine technology innovation.



More Information  
on Power-Pole®



More Information  
on NEXA®