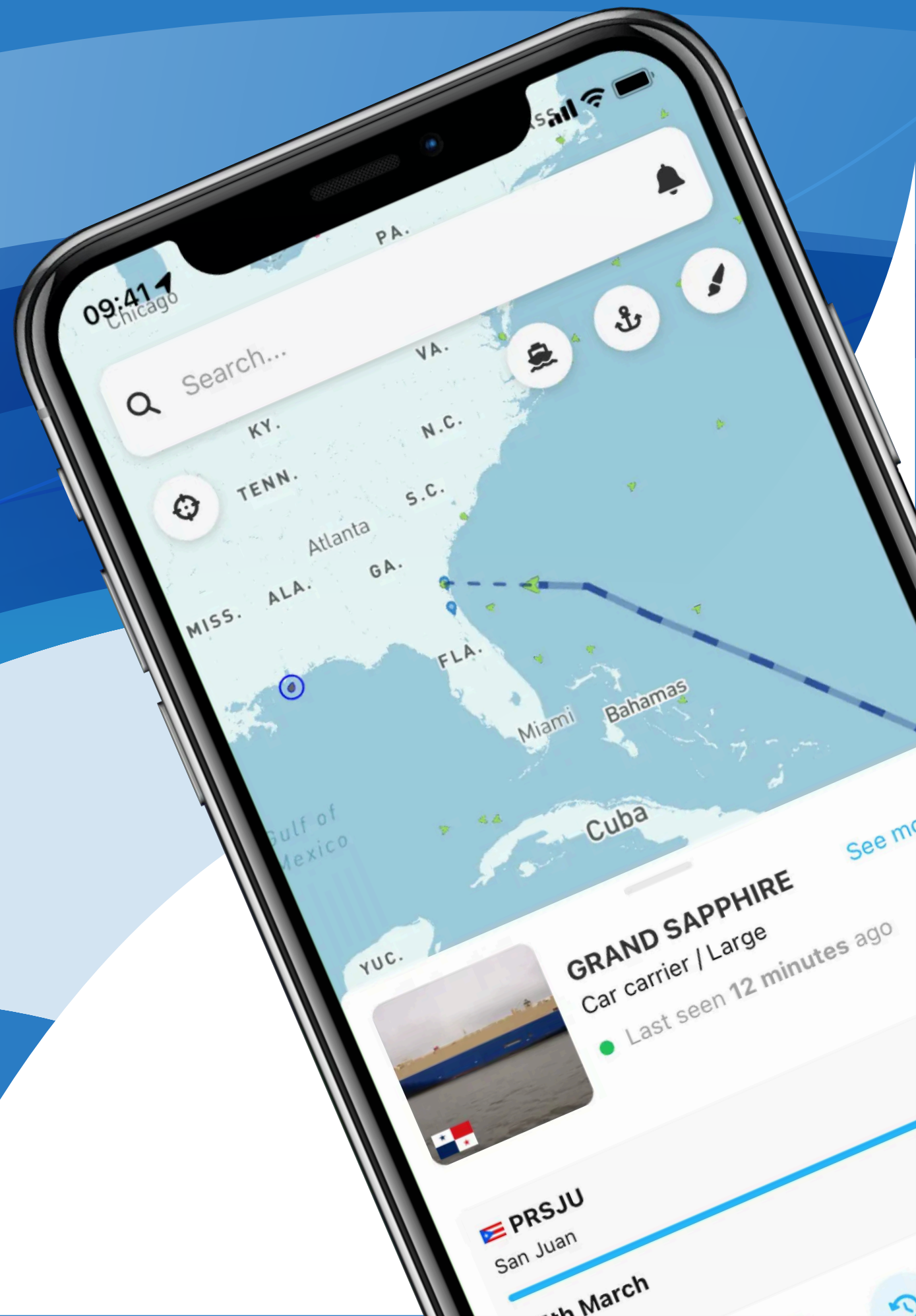




SHIPATLAS  
BY MARITIME OPTIMA

“Track vessels globally with real-time AIS data, routes, weather updates, and marine insights via ShipAtlas.”

Tools



ShipAtlas

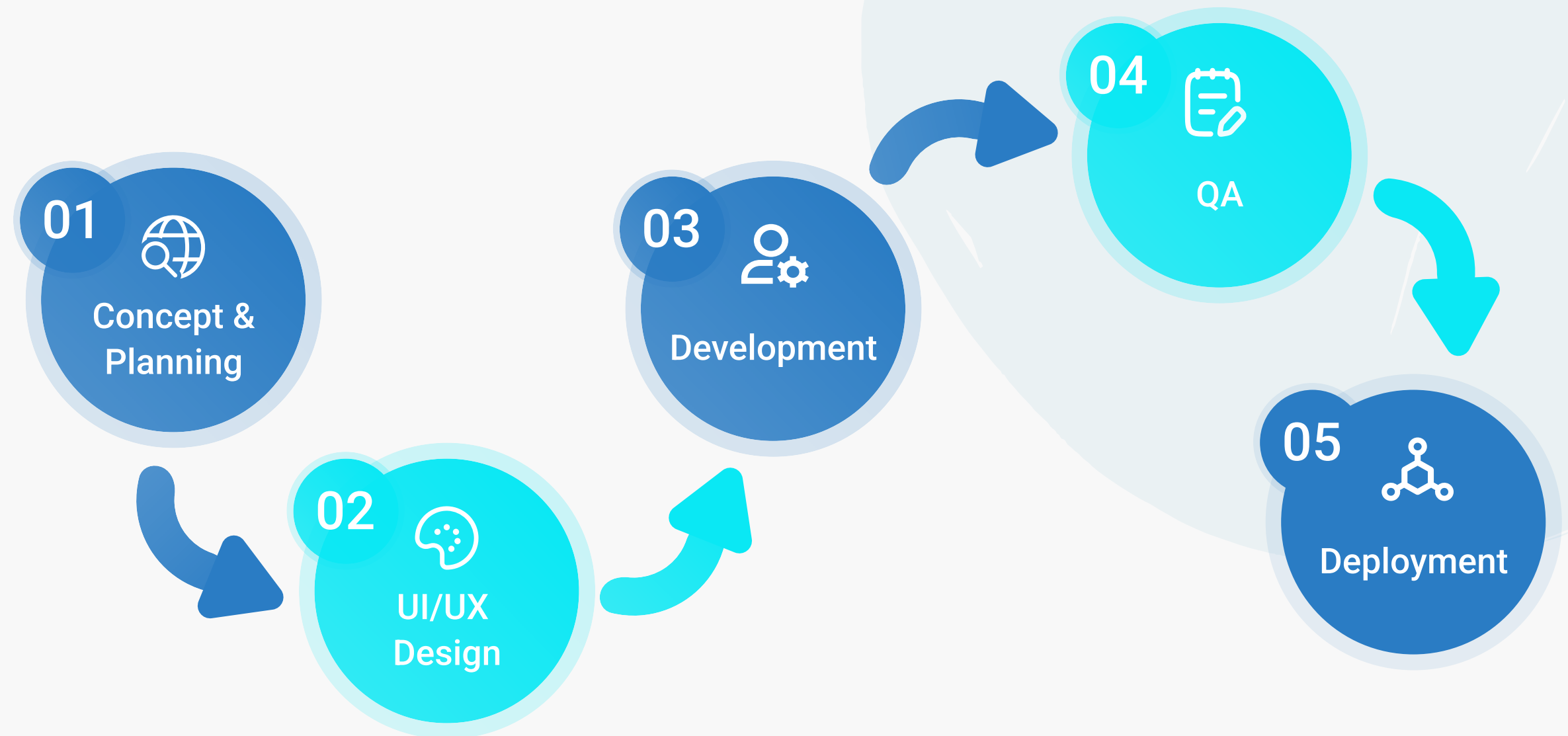
## Case Study

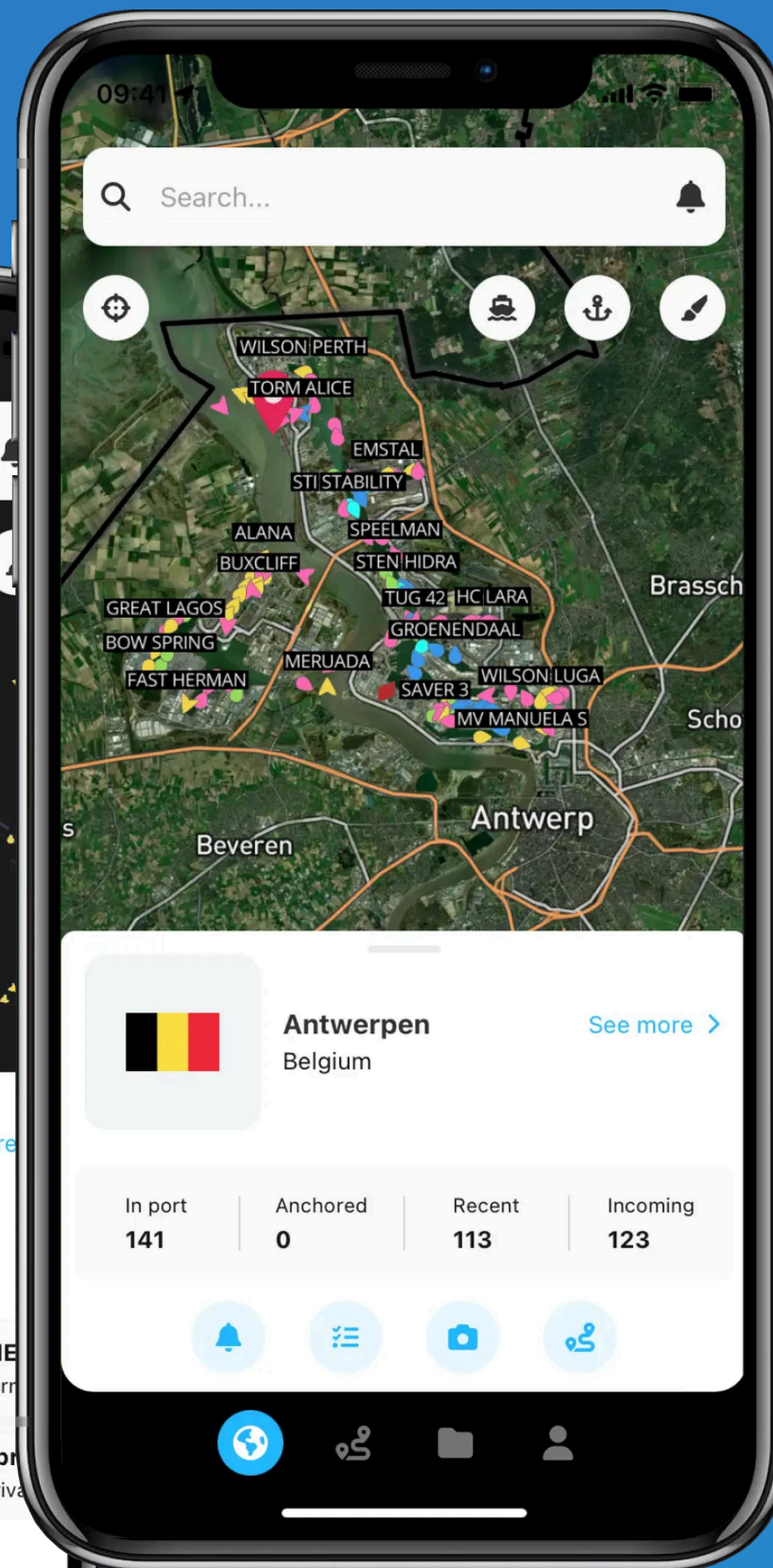
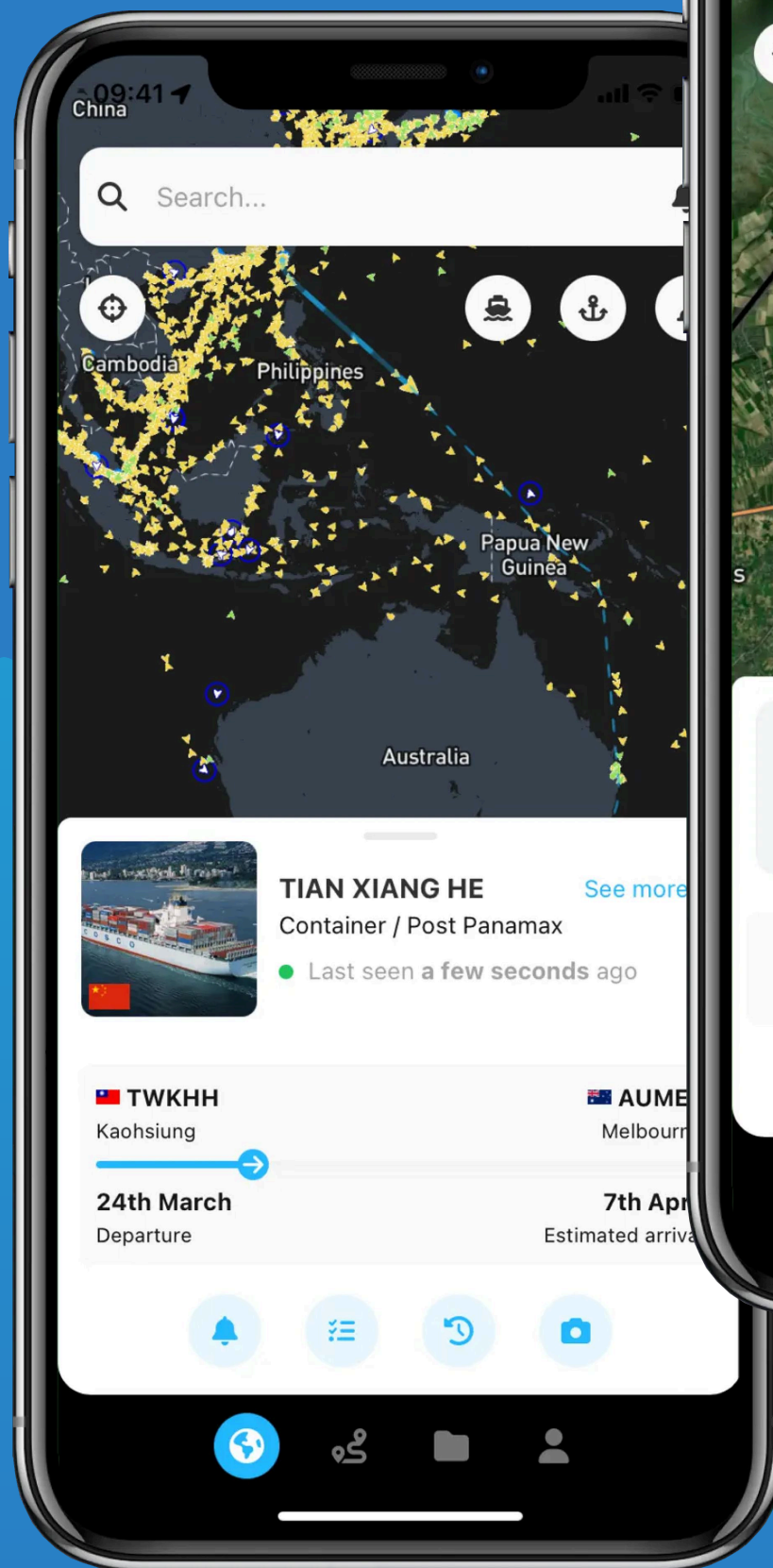
ShipAtlas is a comprehensive mobile application designed for real-time tracking of vessels using AIS (Automatic Identification System) data. It offers users access to live ship positions, historical data, marine information, and advanced sea route calculations. This application serves maritime professionals, hobbyists, and family members tracking vessels for peace of mind.





# Our Process





# (1). Challenges

---

**Data Integration:** Processing raw AIS data from over 700 satellites and terrestrial sources required robust data wrangling and cleaning to provide accurate ship tracking.

**Real-Time Updates:** Ensuring seamless updates across devices while maintaining synchronization posed a challenge.

**Complexity of Features:** Integrating diverse features like route calculations, congestion data, and weather overlays in a user-friendly interface was demanding.

**User Engagement:** Balancing advanced features for professionals with simplicity for casual users.



## (2). Solution

---

**Data Processing:** Developed advanced algorithms for processing and cleaning AIS data, ensuring accuracy and reliability.

**Cloud Synchronization:** Implemented a unified login system, enabling automatic data syncing across devices for real-time updates.

**User-Centric Design:** Designed an intuitive interface with customizable vessel lists and filters for different user preferences.

**Freemium Model:** Offered essential features for free while unlocking premium functionalities via subscriptions to cater to a broader audience.

## (3). Outcome

---

- Achieved high accuracy and reliability in vessel tracking, gaining trust from maritime professionals and families.
- Improved user satisfaction with a rating of 4.6/5 on app stores.
- Expanded global reach with multi-language support and robust scalability.
- Boosted user engagement with seamless navigation and regular updates.



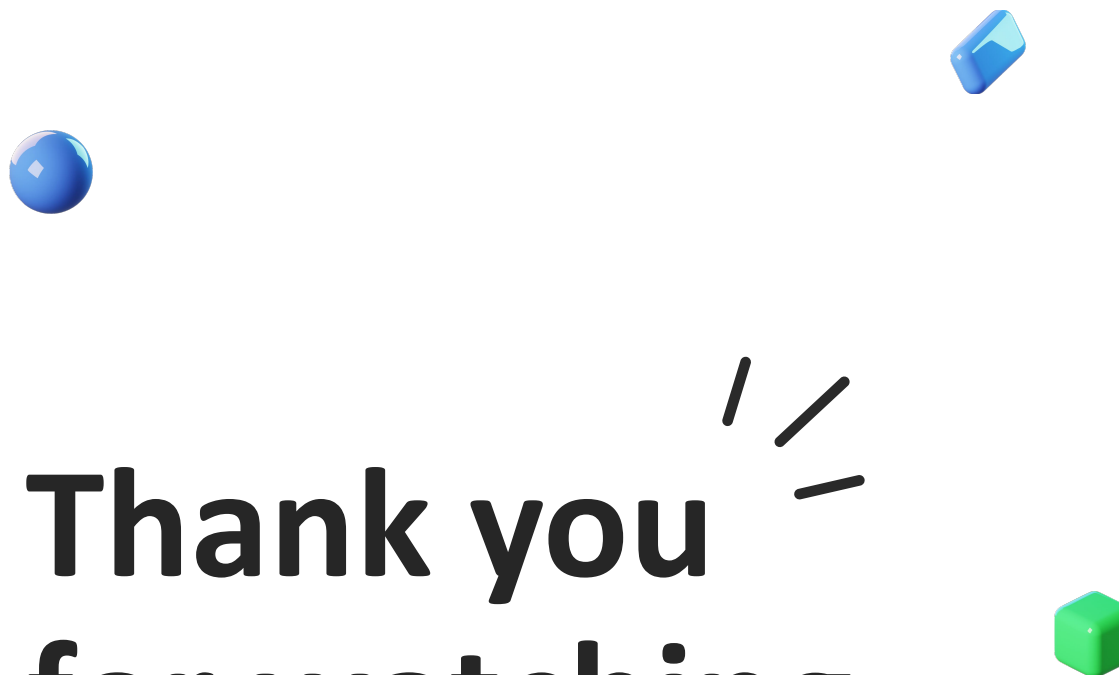


# Features

1. **Live Ship Tracking:** View vessel positions with AIS data updated in real-time.
2. **Historical Data:** Access past vessel routes and activities.
3. **Advanced Search Options:** Search by vessel name, IMO, MMSI, or port details.
4. **Customizable Alerts:** Set notifications for vessel movements and port activities.
5. **Marine Information:** View weather conditions, port congestion, piracy zones, and tides.
6. **Route Calculator:** Estimate distance, ETA, and fuel consumption for planned routes.
7. **Multi-Device Sync:** Use the app across devices with automatic data synchronization.
8. **Freemium Access:** Basic features are free, with paid tiers for advanced functionalities.

ShipAtlas exemplifies how innovative solutions can simplify complex maritime tracking while catering to diverse user needs





# Thank you for watching

We are available for new projects

Contact: ✉ [hello@bytecipher.net](mailto:hello@bytecipher.net)

☎ +91 96993 56148

