



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

FOR IMMEDIATE RELEASE:

June 17, 2025

LOOKOUT NAMES THE FINDGROUP AND ECO YACHT GROUP AS PREFERRED WEST COAST DEALERS

Cambridge, Mass. – LOOKOUT, the pioneer in marine AI vision for safety, announced its partnership with Eco Yacht Group and The FINDGROUP as preferred West Coast dealers.

Eco Yacht Group is committed to delivering innovative solutions that support the development of sustainable communities. The group specializes in ocean and marine protection, renewable energy, water sustainability, plastic pollution reduction, and sustainable transportation. Eco Yacht Group has partnered with LOOKOUT for its cutting-edge 3D augmented navigation system, which detects obstacles in real time to help prevent collisions—enhancing safety for both boaters and marine life.

The FINDGROUP is renowned for its experience in marketing, listing, and selling high-performance, innovative products. Its proven success, connecting yacht buyers and sellers, provides the perfect access to introduce LOOKOUT to its clientele.

“This alliance with the Eco Yacht Group and The FINDGROUP demonstrates our commitment to boating safety and protecting marine life,” said David Rose, CEO of LOOKOUT. “Their team operates from Dana Point, the whale watching capital of the world.”

“We’re thrilled to welcome LOOKOUT to our collection of innovative, eco-friendly technologies designed to protect boat owners and preserve our oceans,” said Ana Rothwell, Co-Founder of Eco Yacht Group. “LOOKOUT is a game-changer for boating safety—especially in low visibility and unfamiliar waters—and serves as a vital tool for avoiding hazards and protecting marine wildlife. Our clients will immediately see the value of integrating this system into their vessels.”

The LOOKOUT AI vision system features three cameras: a high-resolution daylight zoom, infrared full-color night vision, and a 360° panoramic view. It automatically identifies and tracks buoys, debris, logs, other vessels, whales, and any potential hazards on the water. The LOOKOUT AI software runs on the latest NVIDIA computing platform and was trained with millions of examples of whales and other dangers. LOOKOUT was developed by a team of MIT alumni and AI researchers focused on maritime search and rescue.

“LOOKOUT represents responsible AI at its best,” added Rose. “While heated discussions about ethical AI continue across industries, everyone can agree that preventing whale strikes and protecting marine life is an unequivocally positive use of this powerful technology. Our system demonstrates how AI solves real-world problems that benefit boaters and our ocean’s most magnificent creatures.”

LOOKOUT systems are available immediately through Eco Yacht Group and The FINDGROUP. Both dealers offer live demonstrations so potential customers can experience firsthand how the system

LOOKOUT NAMES THE FINDGROUP AND ECO YACHT GROUP AS PREFERRED WEST COAST DEALERS

Page 2

detects and highlights hazards on the water. As part of its commitment to marine conservation, LOOKOUT shares whale location data with WhaleAlert.org. Eco Yacht Group will also be donating a portion of LOOKOUT sales to the Gray Whale Foundation, which sponsors marine education trips for over 3,000 fifth graders each year.

To contact the Eco Yacht Group, visit www.ecoyachtgroup.com or email info@ecoyachtgroup.com.

For more information on LOOKOUT, visit getalookout.com.

–30–

About LOOKOUT:

LOOKOUT's AI Camera system provides mariners with the ultimate view for situational awareness, fusing data from many sources into a coherent, 3D augmented reality display. It is the first system to combine better-than-human vision, day or night, to highlight hazards in a forward-facing augmented navigation view. With LOOKOUT, captains navigate with more confidence and assurance. For more information on how LOOKOUT is revolutionizing marine safety, visit www.getalookout.com.

The screenshot shows the top of the LOOKOUT website. At the top is a dark blue header with the ECO YACHT GROUP logo on the left and navigation links (About, Solutions, Partners, News, Contact) on the right. Below the header is a white banner with the text "Enhance Your Safety Today". Underneath this is a promotional message: "Purchase the LOOKOUT AI Marine Vision System now to gain unparalleled situational awareness and confidence on every voyage." Below the text are three images of the product components: 1. "LOOKOUT Camera + Brain Pro System" showing a camera mounted on a mast and a tablet displaying the augmented reality view. 2. "LOOKOUT Camera" showing the camera unit on its mast. 3. "LOOKOUT Brain Pro" showing the processing unit, which is a black box with "LOOKOUT" and "Powered by NVIDIA" branding.

For imagery and other editorial requests, please contact:

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