

# SEA.AI Expands North American Presence with New Sales Management, Enhanced Support, and Retail Availability

***Miami, Florida — March 30, 2026*** — SEA.AI is expanding its presence in North America with new team members, increased service capacity, and broader product availability across the region.

As part of this expansion, SEA.AI has appointed Frank Lattanzi as a Sales Manager for the Americas. Based in the United States, Lattanzi brings a strong background in maritime intelligence and commercial strategy. Most recently Head of Business Development, Americas at Pole Star Global, he previously held a Strategic Account Management role at Lloyd's List Intelligence, supporting maritime stakeholders with data-driven insights and risk management solutions.



Frank Lattanzi, [SEA.AI](#)'s new sales manager for the North America region

“North America is a key market for SEA.AI, particularly as awareness grows around the role of machine vision in enhancing safety on the water,” said Diogo Arreda, Managing Director of SEA.AI, Inc. “Frank’s experience in the maritime sector makes him a strong addition to the team as we continue to scale.”

SEA.AI’s award-winning safety systems combine optical and thermal cameras with AI-powered detection to identify hazards that radar and AIS might miss, such as vessels, floating debris, marine mammals, and people overboard. The system provides visual overlays and alerts, supporting safer navigation in a wide range of conditions.

To support its growing customer base, SEA.AI has also expanded its administrative team and enhanced service and technical support capabilities, ensuring faster response times and closer support for dealers, installers, and vessel owners across the region.

SEA.AI’s dealer, installer, and distributor networks are also growing. Selected SEA.AI systems are now available at West Marine, with the full lineup available to professionals through West Marine Pro. The company also recently added Citimarine, a respected source for premium marine electronics, to its list of authorized resellers.

“With increased availability and local support, it’s becoming easier for boaters and professionals alike to integrate machine vision safety into their navigation setup,” added Arreda. “We see strong momentum worldwide as users look for practical tools that enhance awareness and confidence on the water, and we welcome inquiries from new potential partners in the US and Canada.”

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## **About [SEA.AI](#)**

[SEA.AI](#) sets the benchmark in maritime machine vision, pioneering the use of artificial intelligence since 2018 to enhance safety, surveillance, and situational awareness at sea. The company develops and manufactures integrated systems combining optical and thermal sensors with proprietary AI, and provides maritime machine vision software compatible with third party cameras.

[SEA.AI](#) solutions deliver automatic detection and classification of floating hazards, including people in the water for man overboard response, marine mammals to reduce the risk of strike, non cooperative vessels, and partially submerged objects that conventional systems cannot detect. By delivering real time visual alerts and actionable information on the bridge, the technology strengthens navigational safety, perimeter surveillance, and maritime security across recreational, commercial, governmental, and autonomous fleets.

[www.sea.ai](http://www.sea.ai)