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Interactio Launches Kickstarter Campaign for New Fuel Saving Device and Mobile App

View real time boat fuel flow, consumption and range information using your Smart Phone or Tablet. New Optio Fuel wireless sensor from Interactio

November 16, 2015 (Victoria, BC) - Every once in awhile a deceptively simple innovation comes along that just makes sense. Optio Fuel is one such innovation. Until now, the options boat owners had for monitoring their boat's fuel consumption were either very expensive or difficult to retrofit, leaving boaters relying on instinct and math!

The Victoria, BC-based creators of Optio Fuel, Interactio Inc., will launch their first product on the popular crowdfunding platform Kickstarter later this month.

This new device makes it easy for boat owners to directly monitor their vessel's fuel use using a free app on their smart phone or tablet. The fuel sensor and the mobile app is all that is needed to monitor fuel flow and consumption. Further, current range and optimal speed are also displayed on the device's map in real time.

Preliminary tests show fuel savings in the range of 10-30% or more*. David Burton, Interactio's co-founder said "In many cases Optio Fuel pays for itself in a weekend of cruising". (*Numbers will vary depending on your boat, how often it's used and your cruising style).

"Our goal is to raise \$25k to fund the production of the Optio Fuel," commented Roger Lines, co-founder of Interactio.

With the funds and awareness raised through this Kickstarter campaign, Interactio will offer a series of new products leveraging "Internet-of-things" technology to bring products to the marine market. As a new technology startup company looking to do things in new ways, Interactio is using modern crowd sourcing from Kickstarter to bring Optio Fuel to market. In true Kickstarter style, being an early supporter gets you a big discount when it's delivered. Lines reports that the retail price for the Optio Fuel will be just US\$199, but on Kickstarter, the first 100 units will be \$99, the next 200 -- \$149.

The project launches November 28th and will run until the end of December. You can find out more at: <http://bit.ly/Optiofuel>.

Short Blurb

Optio Fuel is a new easy-to-install wireless fuel sensor from Interactio that communicates real time fuel flow, consumption and range information and syncs with the

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free Interactio app available for iPhone and iPad. Optio Fuel will be introduced via Kickstarter November 28, and will retail for US\$199.00. Pre-orders will be offered at a discounted price for a limited time. For further information visit Interactio at www.interactio.co.