



G E A R

## Radian IoT Upgrades Monitoring Device, Adding Significant Functionality To Service

September 20, 2023 | By The Fishing Wire

Waukesha, WI – **Radian IoT, Inc.**, innovator in data collection and aggregation, announced the launch of its next-generation monitoring and data generation device – the **M3**. The M3 is a 4G/LTE GPS telematics gateway with Bluetooth 5.3 and enhanced data bus connectivity that includes a long-life rechargeable onboard battery. Distinguishing it from other telematics monitoring solutions on the market, the M3 is rechargeable. For boat installations it will recharge from a boat's battery or shore power or a solar charger; and when installed on a trailer it will recharge whenever the trailer is connected to a truck. Once fully charged, the M3 can operate autonomously up to 18 months under its own power, an industry first.

Featuring both hardwired and Bluetooth Control Area Network (CAN Bus) connectivity options, the M3 can capture and report everything from engine data snapshots and systems health to Diagnostic Trouble codes (DTC's), not just to provide engine hours, temperature or RPM, but to provide actionable pre-emptive alerts and scheduled maintenance notifications. The M3 is capable of monitoring two distinct batteries on installations such as boats that have an engine starting battery and a house bank. It includes

internal sensors for monitoring air temperature and an accelerometer to measure impacts, grounding or to initiate tamper alerts. The device also interfaces with NMEA 2000 and J1939 protocols, as well as Bluetooth wireless sensors for even more versatility. To allow it to grow with the changing needs of the owner, it has built-in connections for added expansion in the future. The ruggedized M3 is IP67 waterproof, easily installed on a boat, trailer or other asset and requires no external antenna or sophisticated wiring.

"The ability to leverage the incredibly useful data available through the CAN Bus is a game changer," said Joe Czarnecky, Radian CEO. "Regardless of onboard battery health or connection you can still see the location and observe relevant information about the asset and its operation. Whether a dealer is using our devices and platform to track inventory, or a boat owner is using it to keep tabs on their boat or trailer, we are committed to delivering the most feature-rich and rugged solution available."

The lower-cost Radian M2, featuring a five-year onboard battery, remains available to support use-cases where hardwired CAN Bus connectivity is not required. The waterproof M2 supports Bluetooth CAN connectivity and remains an excellent choice for use on RIBs, boat trailers or fishing kayaks. Unlike telematics solutions that require a vehicle battery connection, Radian can leverage real-time asset and sensor data to enhance management solutions for those industries engaged in a two-step distribution model. **Manufacturers, dealers**, marina operators, boat clubs and **financial institutions** can all customize and prioritize their unique access to the aggregated data. Each entity can select the most relevant data for their enterprise. By overlaying the time-stamped movement of each unit with hundreds of product-related attributes, Radian's platform delivers greater insight into what is selling, how quickly, and why.

Once the vessel or asset is delivered to the **consumer**, it's up to them to subscribe to Radian's end-user platform. With dealers packaging long-term Radian Platform access into their customer care programs, Radian has become the most affordable consumer monitoring solution available on the market.

For more information on Radian IoT, Inc. and its full line of capabilities, visit [radianiot.com](http://radianiot.com) or request a demo by emailing Radian Founder/President Scott Crutchfield at [scott.crutchfield@radianiot.com](mailto:scott.crutchfield@radianiot.com).

#### About Radian

Radian's mission is to provide enterprises with the most powerful data in the **Marine, Powersports & RV** industries. Unlike aftermarket approaches, Radian devices are attached during the manufacturing process or prior to consumer delivery to turn assets into data generators thereby delivering data-driven intelligence. Radian leverages real-time asset and sensor data to provide supply chain optimization, intelligent logistics and asset management solutions through big data & predictive analytics. Radian provides an agile and comprehensive, SaaS platform for manufacturers, their dealers and consumers, bringing everyone together to deliver outstanding customer satisfaction. [radianiot.com](http://radianiot.com)



**KEEP YOUR FINGER ON THE FISHING INDUSTRY PULSE**

THE DEFINITIVE NEWS SOURCE OF THE FISHING & MARINE INDUSTRY

[SUBSCRIBE](#)

# THE FISHINGWIRE.COM



### X ZONE LURES SIGNS A LEGEND IN THE SPORT OF BASS FISHING

X Zone Lures is proud to announce their newly formed relationship with legendary angler, Hank Parker. After conversations including product, business ethics and faith, Hank

[READ MORE »](#)



### BE PREPARED THIS HOLIDAY SEASON WITH HI MOUNTAIN SEASONINGS

Riverton, WY –They are coming again! Family, friends, and acquaintances plan to come from near and far and reside nationwide on couches, cots, floors, and

[READ MORE »](#)



### CONGRESSIONAL HEARING ON THE FISHING INDUSTRY



### WISCONSIN FISHING NEWS

**CONGRESSIONAL BOATING CAUCUS HEARS FROM INDUSTRY EXPERTS ON DEVASTATING IMPACT NOAA RULE WOULD HAVE ON COASTAL ECONOMIES**

Members of the bipartisan Congressional Boating Caucus heard from recreational boating and fishing industry stakeholders about how a proposed rule expansion could severely restrict boating

[READ MORE »](#)

**YESSSS EXPANDS INTO NORTH AMERICA APPOINTING NEW MARKETING DIRECTOR**

Auckland, New Zealand – YESSSS, a marketing and business consultancy firm in the marine industry, continues to expand with the appointment of Eve Verberne heading the

[READ MORE »](#)



**SHIMANO NORTH AMERICA FISHING SET TO HOST ANGLING ALL-STARS EVENT**

Event to feature professional anglers with all proceeds benefiting Ontario JR Bassnation

[READ MORE »](#)

# REN

## NG HEADQUAR

**NEW HOT CUSTOM LURES FOR NOVEMBER/DECEMBER**

Tune in as this video unveils three new custom fishing lures from the Bank & Creek Kit for great November and December fishing. The Three

[READ MORE »](#)