

An aerial photograph of Placentia Bay, Newfoundland, showing the water, a pier, and distant hills. A semi-transparent nautical chart is overlaid on the right side of the image, showing depth contours and labels like 'Black Pt' and 'Little Barroway'.

creating a
SmartBay
PLACENTIA BAY, NEWFOUNDLAND



The Smart Bay Vision

“Simple access by all stakeholders to data and information in support of effective management and sustainable development of coastal ocean areas and the safety and security of life at sea”

Why Placentia Bay?



- **Year round activity**
 - **Commercial fishery**
 - **Oil and gas**
 - **Marine transportation**
 - **Tourism**
- **Abundant marine life**
- **Environmental protection is important and timely**
- **Well developed infrastructure**
- **High profile**

The Placentia Bay SmartBay Project

- **Enable IM ‘Community of Practice’**
- **Access to static and dynamic/real time data from a variety of sources**
- **Focus on applications rather than technology**
- **The result is readily accessible, practical and integrated information for a wide variety of stakeholders.**

Project Components

- **Data Collection and Modelling**
 - 2 meteorological/oceanographic buoys and 3 water quality buoys
 - **Models**
- **Marine Operations Interface**
 - **Shipboard user interface**
 - **10 electronic chart systems (ECS)**
 - **Communications through satellite/AIS**
- **Information Hub**
 - **Online access to archive and real time data/information**



Next Steps

- **Establishment of Advisory Committee**
- **Final stages of funding approval**
- **Complimentary programs ongoing**
- **Preparation work ongoing with project partners**
- **Working with Oceans Advance toward vision of NW Atlantic observatory**
- **Manage expectations**

For further information, contact...

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