

AUTOMOTIVE

Ferretti makes waves with underwater music feature

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Ferretti's Pershing 8X. Image credit: Ferretti

By STAFF REPORTS

Yacht maker Ferretti Group is exhibiting a new boat design with an innovative new feature for the industry.

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The yacht maker's new Pershing 8x ship, debuted at the boat show known as "boot Düsseldorf" in Germany, includes a one-of-a-kind feature that allows guests to listen to music underwater. Made in collaboration with Videoworks, the new feature transforms the hull of the ship into a high-definition loudspeaker.

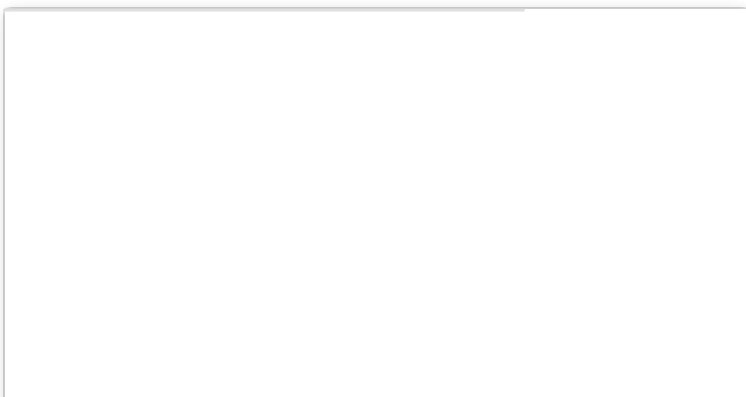
Under the sea

Ferretti is touting the musical quality of its new Music Hull, which is controlled by VOTIS infotainment system. The system allows those on the yacht to control all variety of devices on the ship through one system, or mobile devices.

The new boat is also equipped with a new system that allows for propulsion control integration with maneuvering, navigation, and monitoring systems, allowing for easier operation.

Ferretti also boasts that its new design is made of carbon fiber with an aerodynamic profile of the sundeck.

A variety of innovations are being made in the yachting industry, as technology becomes more sophisticated. Boat makers are looking for the next best thing to make their owners' and guests' yachting experience one of a kind.



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The captivating charm of an astonishing display: the Ferretti Group gems at the #MiamiYachtShow. - #boatshow #yachtshow #ferrettigroup #ferrettiyachts #pershingyacht #riva #rivayacht #rivaboats #customline #yachtlife #yacht #yachtdesign #luxury #luxuryyacht #lifestyle #yachts #yachtworld #yachting #yachtlifestyle #madeinitaly #boating #superyachtlife #superyachts #superyacht #megayacht #yachtdesign

A post shared by Ferretti Group Official (@ferrettigroup) on F..

Specialty vehicle manufacturer Furrion was recently the first company to bring yachting to the Consumer Electronics Show.

The Adonis luxury smart yacht concept combines high-end design with artificial intelligence to offer a unique perspective for water leisure activities. Cruising has returned to prominence among affluents who are seeking more customizable, one-of-a-kind experiences ([see story](#)).

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