



## Sharks getting to your catch before you? Say good-bye to the Shark Tax!

Introducing Ocean Guardian's FISH01 – Powered by Shark Shield Technology

Raising high quality fish species from the depths can be a demoralising experience if sharks are in attendance. Ocean Guardian has today launched their newest innovation at the Sydney International Boat Show, the new FISH01, specifically developed for the fishing industry to improve catch rates by reducing shark tax. The new device is powered by Shark Shield Technology, the world's only scientifically proven and independently tested electrical shark deterrent, and has been proven to prevent the majority of shark species from attacking hooked fish, improving efficiency and resulting in less time at sea. Ocean Guardian CEO, Lindsay Lyon, explains "Fishermen have bag limits set by governments to manage fish stocks, however, because sharks take sometimes 7 out of every 10 fish hooked, a lot more fish die as a result of commercial and recreational fishing than the bag limits intended. The FISH01 significantly reduces the number of fish taken by sharks which then directly contributes to improving our fish stocks and environment. Not to mention, less time moving to different locations in an effort to avoid sharks, results in less fuel burned and less wasted time." Key features of the FISH01: Dramatically reduces collateral damage from sharks Between 10-12 hours of battery life – continuous operation Protective field up to 15 meters deep and 6 meters wide Maximum operating depth of 200m How to use the FISH01: 20 meters or less depth: Position half way between the surface and the bottom thereby creating a broad zone from the surface to the bottom. Greater than 20 meters depth: It can be impossible to predict where in the water column sharks are likely to strike your fish. Position close to the sharks, as deep as 200m. "The FISH01 has no effect on the targeted fish species. Our Shark Shield® Technology has been developed to specifically take advantage of the highly sensitive electrical receptors called the 'Ampullae of Lorenzini' present in a shark's snout. Since fish are without these receptors, Shark Shield® Technology has no effect on them. For several years now, divers and spear fisherman have reported that their catches have been unaffected by their Ocean Guardian devices," adds Lindsay. The new Ocean Guardian FISH01 is available now at [www.ocean-guardian.com](http://www.ocean-guardian.com) for RRP \$2,999. About Ocean Guardian: Ocean Guardian is the world's leading shark deterrent technology company. Since 2001 the company's Shark Shield Technology has protected tens of thousands of ocean lovers and prevented the unnecessary killing of animals from environmentally fatal shark nets, drum-lines and shark culling. Ocean Guardian's Shark Shield Technology is the only scientifically proven electrical shark deterrent supported by peer reviewed published research, and successful in deterring Great Whites. The technology is so effective government has approved the devices for consumer rebates. Nothing is more effective. Sharks have short-range electrical receptors in their snouts used for finding food. Shark Shield Technology is used to create a powerful three-dimensional electrical field which causes spasms in these sensitive receptors turning sharks away. There are no known harmful effects on sharks or humans. Ocean Guardian products are trusted by ocean goers around the world, whether you're swimming off your boat with family and friends, out seeking to land your next big fish, or simply heading off to enjoy a dive, snorkel or surf, our technology is here to enhance your ocean experience and provide peace of mind.

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