

Sick of shark tax, losing your fish catch to sharks? Introducing Ocean Guardian's FISH01 – Powered by Shark Shield Technology Media Release - 29 April 2019 Raising high quality fish species from the depths can be a demoralizing experience if sharks are in attendance. Thanks to the latest innovation from Ocean Guardian, the new FISH01 has been 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, says, "The major outcome from a trial using Shark Shield Technology conducted by the Western Australian Fishing Industry Council indicated that electrical shark deterrents do deter the majority of shark's species from attacking hooked fish." "For many years we have known that both recreational and commercial fishermen have been using our Shark Shield Technology to significantly improve catch rates, we are now very excited to deliver a product specifically designed to meet their needs, the FISH01" 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 Available for pre-order online, shipping June 2019 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 target fish species. 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. As fish are without these receptors Shark Shield Technology has negligible effect on them. Divers and Spear fishers have also observed that fish are unaffected by their Ocean Guardian devices," adds Lindsay. www.ocean-guardian.com About Ocean Guardian: In 2018, the Shark Shield company became Ocean Guardian®. The change of name reflects our bigger ambition - to replace shark nets and drum lines globally - to make you safe whatever you enjoy doing in the Ocean, while also protecting marine life. Ocean Guardian, powered by Shark Shield Technology, is the world's only scientifically proven and independently tested electrical shark deterrent. Government approved and developed over two decades of research, Ocean Guardian's patented technology creates a powerful three-dimensional electrical field, which causes safe but unbearable spasms in shark's short-range electrical receptors, turning sharks away - including Great Whites. Nothing is more effective. For further information or to set up an interview with Lindsay Lyon please contact: Rachel King @ 360 PR: +61 2 9571 4448 / +61 423 833 814 or rachel@360pr.com.au

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