



## World's most effective shark deterrent proven by French Government Research

Ocean Guardian's Shark Shield Technology proven again as the world's most effective shark deterrent by French Government Research Media Release - 28 May 2019 Following the success of the West Australian Government's Shark Deterrent Rebate program and several independent studies proving the effectiveness of Ocean Guardian's Shark Shield Technology to deter sharks, now the French Government has released new research conducted in Reunion Island. The research affirms Ocean Guardian has the best deterrent technology available on the market worldwide, proving efficacy on white sharks. Lindsay Lyon, CEO of Ocean Guardian said, "Reunion Island has long been known for its sharky waters and countless attacks over the years leading to a ban on surfing in many locations, and the latest shark attack fatality is tragic. Our technology can reduce the risk of shark fatalities and provide peace of mind so people can continue to enjoy the ocean without fear. Just like seat belts, people need to take all possible safety measures to reduce their risk, including the use of proven shark deterrent devices for surfing, diving and other activities." The research findings from the French Government present Ocean Guardian as the frontrunner in technology offerings currently on the market and also suggests that other technology being marketed as "shark deterrents" may not actually work and will not protect humans from shark bites as effectively as Shark Shield Technology. The French Government tested and researched a range of products, including ESharkForce, No Shark, RPELA and Ocean Guardian's FREEDOM7, FREEDOM+ Surf and SCUBA7. Key findings from the latest research conducted by the French Government: Ocean Guardian's Shark Shield Technology demonstrates efficacy on the white shark\*. No safety product can be effective at 100% (seat belts, airbags, life jackets) however with the Ocean Guardian FREEDOM+ Surf the Ocean Guardian devices clearly produce the strongest electrical field. At 1M from the centre of the electrodes, the electrical field of the other devices reach only 36% (RPela) and 18% (NoShark) of the electrical field intensity of Shark Shield Technology\*. Other devices (excluding Ocean Guardian) all have more or less long "dead times" during which there is no electric field in the water between the pulses\*. This research indicates that the presence of an activated RPELA-v1 has no significant effect on the number of bait interactions and bites compared to a non-existent RPELA-v1\*. Two-time World Surfing Champion, Tom Carroll said, "Ocean's Guardian's FREEDOM+ Surf has been specifically designed for surfers to protect themselves while out in the ocean doing what they love most, without impacting on performance and it doesn't harm marine life. To me it's a win win situation – my family and I have the peace of mind that I'll be safe and we're not culling sharks in their natural habitat, as essentially we're the ones intruding." Lindsay adds, "We are not surprised by the impressive results, and pleased to have the support of the French Government. Our company is proud to produce effective shark deterrent devices and it's great to be recognised. Shield Technology has been independently tested by multiple Shark Scientists and government research teams, including the NSW Department of Industries and now more recently the French Government." [www.oceanguardian.com.au](http://www.oceanguardian.com.au) \*Research results of experimental tests on personal protective devices with electric shark deterrents by the French Government. 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, are the makers of 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.

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