

SURF ANY BREAK WITHOUT INTIMIDATION

P R O V E N P R O T E C T I O N F R O M S H A R K S

Shark Shield sets your mind at ease,

so you can confidently enjoy your surf session. As the world's only proven shark deterrent, Shark Shield technology has been developed through two decades of research in partnership with KwaZulu-Natal Sharks Board in South Africa, one of the world's leading experts in predatory sharks.

Thousands of surfers and divers around the globe have discovered Shark Shield to protect themselves while enjoying the beauty and power of the ocean. To learn how other educated surfers, bodyboarders and paddleboarders have left their fears on the beach, visit sharkshield.com.

See reverse for competitor brand comparison ➔



Comfortable, lightweight and rechargeable, the Shark Shield SURF7 boasts these statistics:

- The world's only proven shark deterrent system
- Developed through two decades of research with the KwaZulu-Natal Sharks Board
- Shark Shield ensures protection to humans without harming the oceans natural inhabitants



Pictured:
SURF7

mounts to tail
of surfboard

Our proven line of safety products provide peace of mind in the following water sports:

Scuba Diving

Spearfishing

Ocean Kayaking

Surfing

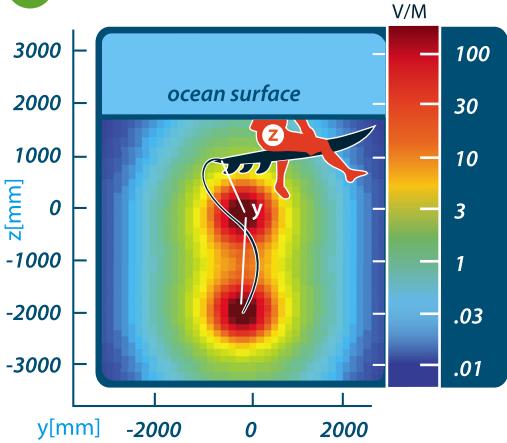


SHARK SHIELD VS THE ANKLET

This overview is to help assist you to understand the significant differences between the proven Shark Shield range of electronic shark deterrents and the Anklet device.



A Shark Shield



SANSA 2012: Figure A - Estimated magnitude of the E-field surrounding a model of a surfer wearing Shark Shield

B Anklet

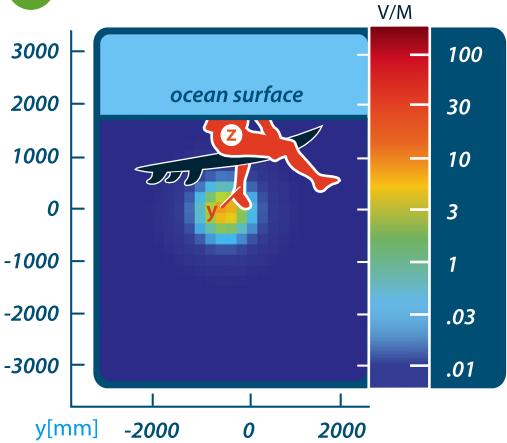


Figure B - Estimated magnitude of the E-field surrounding a model of a surfer wearing an Anklet

Has the Anklet technology been independently tested, and does it work?

We are unaware of any independent testing that validates that the Anklet device works as an effective shark deterrent. Shark Shield is the ONLY electronic shark deterrent that has been scientifically and independently tested. Shark Shield has been proven to be effective at deterring a shark attack. For detailed scientific research validating the Shark Shield products capability please visit our website: www.sharkshield.com/view/SharkShieldResearch

Is the Anklet device powerful enough, and will it deter a shark attack?

To work effectively an electrical shark deterrent device must have the capability of producing a low frequency pulse with enough power to abruptly disturb the electroreception in a shark. Electrical waves do not travel far under water so it is crucial that the device is powered sufficiently to create a strong protective electrical field that is ideally a few meters in diameter to deter a shark attack. The table below shows that the Anklet has approximately 1/10th of the measured power of the Shark Shield **SURF7 (also FREEDOM7 & SCUBA7)**.

How often does the Anklet electrical field pulse?

The pulse rate is critical for several reasons, but the most important reason is when considering the shark attack window. The longer the period between electrical pulses the longer the period you are un-protected from a shark attack. The table below shows that the Anklet pauses between signal pulses for approximately five times longer than the Shark Shield **SURF7 (also FREEDOM7 & SCUBA7)**.

When will an Anklet turn on, and am I always protected?

All electrical shark deterrents need to have both electrodes submerged in water to work. The water provides the conductive path for the electrical field created between the electrodes. The Anklet is only turned on when submerged underwater. This means that when the Anklet is out of the water it is **OFF**. For example when paddling on a surfboard, standing on a surfboard/paddle board or sitting in a kayak with the Anklet on your ankle, the unit will be **OFF** providing no protection from a shark attack.

How big is the Anklet electrical field, and will it protect me from shark attack?

As stated, electrical waves do not travel far under water so it is crucial that the device is powered sufficiently to create a protective electrical field at least a few meters in diameter. To do this the devices not only needs high power, it also needs the electrodes to be far enough apart with a large enough surface area to create a protective electrical field that ideally surrounds the user or produces a protective field under the surfboard or kayak.

The Shark Shield electrode pads are 10x the surface area of the Anklet and over 10x the distance apart. See figures to the left for field strength.

Device Comparison	Shark Shield	Anklet
Protective Electrical Field Output	2.5V/m peak*	0.22V/m peak*
Shark Attack Window - Max Delay Between Pulse	0.6 secs	2.5 secs
Electrode Conductive Surface Area	2 x 168 cm ²	2 x 2.5 cm ²
Electrode Distance Apart (electric field size)	180 cm	6 cm
Manufacturers Warranty	12 months	3 months

*In sea water @ 1m from the centre of electrodes. **It is impossible to guarantee that all sharks will be deterred under all circumstances.