

Shark Shield developing the world's first Proven In-built Surfboard Shark Deterrent with Ocean & Earth

Media Release

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Shark Shield, the world's only scientifically proven and independently tested electronic shark deterrent, and Ocean & Earth are developing the world's first proven in-built surfboard shark deterrent.

Lindsay Lyon, Shark Advocate and Managing Director of Shark Shield said, "The near miss Mick Fanning faced overnight further instills the need to create a safe environment for not only our elite surfers but for everyday surfers who love the sport. We believe this new product launching in early 2016 can do just that and take away the stress from surfers and families alike."

Designed to not only protect surfers the new product is aesthetically appealing and has no impact on current surfboard manufacturing or the shaping design processes, and zero to minimal impact on surfboard performance. The patented innovation leverages the Ocean & Earth grip pad by mounting the miniaturised removable electronics in the kicker area, with a thin adhesive sticker on the underside of the board as the antenna.

Two times World Surf Champion and Shark Shield Brand Ambassador Tom Carroll says, "As a surfer, I have encountered marine creatures of all types and sizes. Sharks need our protection and I believe Shark Shield should be applauded for taking the health of this ancient species into consideration and at the same time as providing protection to humans who enter their territory."

Shark Shield has signed a memorandum of understanding to co-design and develop the new range with Ocean & Earth. Brian Cregan, Founder of Ocean & Earth says, "We are excited to partner with Shark Shield on this new integrated product as they have the only proven shark deterrent technology. This innovation is great for the whole surf industry as it will encourage more people to take up surfing"

Over the past 20 years Shark Shield has worked with a number of internationally renowned scientists and maritime experts including, the Natal Sharks Board in South Africa, to the Australian Elite Military and the US Coast Guard. More recently the University of Western Australia released their own paper, which proved the efficacy of Shark Shield's current products.

"The new in-built model will protect the surfer, but also has the potential to create a virtual electronic shark barrier, with multiple surfers in a single break. The surfers will appear like an electronic mine field to sharks so all beach goers could also benefit from this innovation," said Lindsay.

About Shark Shield:

Shark Shield is the world's only scientifically proven and independently tested electronic shark deterrent designed to reduce the risk of an unwanted shark encounter. Shark Shield devices create a powerful electrical field which induces spasms in predatory shark's highly sensitive electrical receptors. Shark Shield products are personal safety devices which provides peace of mind to enjoy your ocean sports, such as diving, kayaking, surfing and stand-up paddle boarding, while supporting the conservation of sharks.

About Ocean & Earth

Ocean & Earth are world leaders in quality and innovative surf products over the past thirty five years. This genuine history and heritage is unmatched in the core surf products industry.

For further information on Shark Shield's range of products got to: www.sharkshield.com

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