



## CREWSAFE V100 LANGUAGE GUIDE

### Tagline

#### **MOBILARM - ALWAYS ON WATCH™**

- The tagline sums up the Mobilarm value proposition and should be followed by the product statement to clarify exactly what the product is. The tagline should be used on all printed and electronic material, including websites, brochures, catalogues, advertising, and on all packaging materials.

### Short product statement

Ensure a quick and effective rescue in a man overboard event with the Crewsafe V100, the first VHF Locator Beacon to use VHF DSC to automatically transmit real-time position coordinates in a man overboard distress alert to multiple receivers up to 10 nautical miles away.

- The short product statement (45 words) is only a snapshot of what the V100 is, focusing on the main points of automatic activation and in-water tracking broadcast via VHF radio. It should only be used when there is limited room for promotion and the full product statement cannot be used.

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## **Product statement**

The Crewsafe V100 is a water-activated Maritime Survivor Locating Device (MSLD) that can automatically transmit a man overboard (MOB) distress alert with a GPS position to all VHF marine radios in range.

This VHF Locator Beacon transmits a MAYDAY – MAN OVERBOARD distress alert within seconds of the fall overboard on VHF DSC (channel 70). Once a GPS lock is acquired, the device transmits the message again with the current latitude and longitude coordinates of the MOB. This message is repeated at regular intervals to track and locate the casualty in the water and update rescuers with the MOB's position.

The alert message and GPS position is also broadcast in a synthesized voice on VHF channel 16 to notify all vessels in range that a man overboard event has occurred nearby.

Crew aboard the parent vessel will be alerted directly and without delay, as will crew aboard all other vessels in VHF range, enabling every vessel in the area to become a participating search and rescue asset. This localised alert notifies the parent vessel about the MOB event much earlier than satellite-tracked 406 MHz Personal Locator Beacons (PLB), and unlike 121.5 MHz homing signal beacons, VHF DSC beacons require no specialised receiving equipment to receive and process the emergency signal.

Chances of survival in a man overboard event are directly related to the length of time spent in the water - simply speaking, the sooner you are retrieved, the more likely you are to survive. So by directly alerting the people in the best position to carry out a rescue – the crew on board the closest vessels – the Crewsafe V100 VHF Locator Beacon enables rescue teams to be rapidly deployed, significantly improving the casualty's chances of being found, and found alive.

*- The product statement briefly describes what the Crewsafe V100 is and what it does for the user, and should be used in conjunction with the tagline when introducing the V100 in any promotional material.*

## Positioning statement

The unique risks to employee safety in the commercial marine workplace, such as unsteady working platforms, rough seas and poor visibility, increase the likelihood of slips and trips. This, coupled with operating alone, at night, or suffering a split-second lapse of concentration during a long shift, can all be contributing factors to a fall overboard, which is the single largest cause of marine fatalities<sup>1</sup>

While it is difficult for employers to completely remove the risk of a man overboard event occurring, how the situation is prepared for and managed directly affects the outcome. Man overboard drills and procedures are frequently practiced and reviewed, employees are supplied with life vests and vessels are equipped with safety equipment. But these alone do not alert the captain or crew that someone has fallen overboard, and do not help the casualty to be found.

Providing crew in an at-risk environment with the Crewsafe V100 will vastly improve their chances of survival in a man overboard event by instantly alerting the captain and crew to the emergency and providing precise GPS coordinates directly to the vessel's radio.

Designed specifically for use by offshore oil and gas companies and their service providers, maritime defence forces and commercial marine operators, the Crewsafe V100 enables marine employers to mitigate from the workplace the significant identified risk of man overboard and thereby reduce the likelihood of related fatalities.

*- The positioning statement describes where the product sits in the marine safety market and which end users the product will appeal to. It assists partners and resellers to identify key competitors and where the product should be situated in online catalogues and on retail shelves*

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<sup>1</sup> National Marine Safety Committee 2005-2006, 2009

## Product description

The Crewsafe V100 is a Maritime Survivor Locating Device (MSLD) designed specifically for the commercial marine environment to automatically detect a man overboard (MOB) event, improve recovery time and ultimately reduce the number of lives lost due to falls overboard.

The Crewsafe V100 uses VHF radio to automatically transmit a regular man overboard distress alert containing the real-time position coordinates of the man overboard to all VHF DSC (Digital Selective Calling) or VHF radio equipped vessels within range, including the parent vessel.

This palm-sized, personal VHF Locator Beacon can be easily incorporated into existing safety equipment regimes by being integrated into a lifejacket or Personal Flotation Device (PFD), clipped onto webbing or harness, or carried in a pocket.

The man overboard distress alert is automatically water-activated when the device detects the wearer has fallen overboard. The device can also be manually activated. When activated, the Crewsafe V100 transmits a VHF DSC man overboard distress alert which will be received by all vessels with VHF DSC radio in range within seconds of the MOB event occurring.

All VHF DSC radios will alarm loudly on receipt of a DSC distress alert which forces the radio operator to manually acknowledge the alert.<sup>2</sup> The alerting range of the Crewsafe V100 is VHF line-of-sight, or typically 2 to 10 nautical miles, depending on sea state and height/altitude of the receiving antenna. Aircraft flying overhead will receive the distress alert at considerably longer distances.

The automated distress alert includes a unique identifier; a Mobile Maritime Service Identity (MMSI) number. In a situation where multiple casualties are in the water, this feature enables rescuers to track every independent signal and retrieve each individual MOB.

After the initial activation, the Crewsafe V100 quickly acquires a GPS lock and repeats the man overboard DSC distress alert with the MOB's current latitude and longitude coordinates (accurate to within 10 metres)<sup>3</sup>. The distress message and coordinates are also broadcast on the emergency marine radio channel 16 in a synthesised voice to maximise the number of people who can receive the distress alert and respond to the emergency.

The VHF DSC and channel 16 distress alerts are repeated every 5 minutes for the first 30 minutes, then every 10 minutes for at least 12 hours to track the MOB and update rescue teams with the casualty's current position. Visual homing on the MOB at night or in poor visibility is assisted by the device's strobe light.

The only equipment needed to receive the distress alert is a VHF radio. All marine search and rescue authorities, SOLAS-compliant commercial vessels and a growing number of leisure craft are equipped with DSC-compatible VHF radios. This makes using the Crewsafe V100 for man overboard detection and in-water tracking one of the most effective, universally acceptable life-saving devices available today.

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<sup>2</sup> Some marine radios are able to output a waypoint of the coordinates received to a compatible GPS or chart plotter which assists with tracking as well as distance and bearing information to retrieve the MOB.

<sup>3</sup> The Crewsafe V100 uses positional data derived from its internal GPS antenna and is therefore only as accurate as the positional data it receives.

## Features

The rugged, fully waterproof construction of the Crewsafe V100, complete with strobe light to assist visual homing, makes it ideal for use in the harshest of marine environments

- Automatic detection and notification of a man overboard event
- Uses existing GMDSS/VHF radio infrastructure - no requirement for specialist equipment or services such as direction finding or satellites
- Provides real-time position coordinates accurate to approximately 10 metres, updated and transmitted at regular intervals to all VHF receivers in range
- Maximises a casualty's chances of survival by transmitting a distress alert that can be received simultaneously by as many people as possible, all of whom can participate in the search and rescue effort
- Cost-effective and suitable for use by any maritime organisation or individual and on any type of vessel or facility

# Images



MOB001.jpg



MOB002.jpg



MOB003.jpg



MOB004.jpg



MOB005.jpg



MOB006.jpg



MOB007.jpg



MOB008.jpg



MOB009.jpg



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