



For immediate release

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Mobilarm Welcomes Changes to ITU Marine Safety Device Identity Recommendation

Perth, Western Australia: Global marine safety equipment provider, **Mobilarm Limited** has welcomed the International Telecommunications Union's (ITU) decision to amend its Recommendation ITU-R M.585, concerning identities of AIS-SART, EPIRB-AIS and man overboard (MOB) devices, at a meeting in Geneva on 23rd June 2011. The amendments address the regulatory issues of allocating MMSI (Maritime Mobile Service Identity) numbers to MOB devices, which has impacted the adoption of sophisticated new personal safety devices.

MMSI numbers are usually reserved for radio telecommunications equipment such as handheld and fixed VHF radios. Some national telecommunications authorities have refused to issue them for any other type of equipment, preventing customers from purchasing and easily using new and advanced MOB devices that require unique identity numbers. This doesn't affect 406 EPIRBs or PLBs, as they already have a unique numbering and registration system.

The ITU amendments pave the way for more operators to take advantage of new safety technology, such as the Mobilarm Crewsafe V100 Maritime Survivor Locating Device (MSLD), which provides instant alerts and constantly updated location information to rescue assets via VHF DSC should an MOB incident occur, therefore supporting the fast location and recovery of the casualty in the water.

Devices transmitting on VHF frequencies and/or AIS for the purpose of distress and location signaling will, according to the new recommendation, be clearly identifiable by a new numbering system. The unique number transmitted in every distress alert will identify the type, manufacturer and a serial number of the device. Responders will know immediately whether they are searching for an AIS-SART – probably a life raft; an EPIRB-AIS – a stricken vessel; or an MSLD – a person in the water. Manufacturers must keep a database to record owners of devices issued.

"The new system ensures that every device is assigned a unique identity prior to use," comments Lindsay Lyon, CEO, Mobilarm. "We will use a quality-controlled, automated process to program each device at time of manufacture, which means that the additional cost and inconvenience for

customers who previously had to apply for an MMSI number from their national telecommunications authority and program it into the device, has been wiped out completely.”

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Notes for editors:

Headquartered in Perth, Western Australia, Mobilarm (ASX: MBO) is the world's largest company in the rapidly growing man overboard safety category with worldwide distribution of Crewsafe and Sea Marshall Maritime Survivor Locating Devices and associated marine safety equipment. The Company's solutions enable operators in the offshore oil and gas, defence and commercial marine industries to remove risk from the workplace, where regulatory compliance, Occupational Health & Safety and Director's Liability are the major drivers for improved employee safety and Duty of Care.

Mobilarm owns patent pending technology that protects and saves lives in the marine workplace and enables every maritime vessel to become a marine Search and Rescue asset.

The Company's Australian and UK designed emergency locator beacons and crew monitoring alarm systems for use aboard vessels and other marine facilities generate automatic and immediate alerts in man overboard events, integrate with GPS and onboard navigation systems and provide in-water tracking of man overboard casualties in the water.

Mobilarm has received enviable recognition for its products and design, winning two Seatrade awards for Safety, two Australian Design Awards and the Western Australia Worksafe Award.

Interviews with the CEO and further company information are available from the Mobilarm website:
www.mobilarm.com/page/media_centre.html.