

For immediate release

Date: 14 November 2011

Mobilarm Partners with PFD Manufacturers to Create “Intelligent Lifejackets”

Perth, Western Australia / Amsterdam, The Netherlands: A new concept in personal safety will be floating around the halls of the Amsterdam RAI during METS 2011. Mobilarm (stand 03.413) will show how its Sea Marshall AU9 and Crewsafe V100 Maritime Survivor Locating Devices integrate with Personal Flotation Devices (PFD) to create “Intelligent Lifejackets”.

The Intelligent Lifejacket is the result of partnerships between Mobilarm and leading PFD manufacturers. It’s a simple concept; modify a lifejacket’s design to include a man overboard device and make the complete package available to customers in one transaction. PFD manufacturer International Safety Products (ISP) is already 100% behind the idea of the Intelligent Lifejacket and will show the advantages of combining its PFDs with the Crewsafe V100 or Sea Marshall AU9 on its website.

“Seafarers are expected or required to carry numerous items of safety equipment,” says Geoff Billington, Sales and Marketing Director, International Safety Products Limited. “But Intelligent Lifejackets combine two critical features in one.

“By designing our lifejackets to incorporate an emergency radio beacon, we are increasing the product’s fundamental ability to save someone’s life. The lifejacket keeps a casualty afloat, and the distress beacon tells rescuers where to find them.

“The beacon is well protected inside the lifejacket while it is packed, stowed in a ‘ready’ state and secured in the best position for automatic transmission when the lifejacket is inflated and the device activated. This gives the victim the best chance of rescue.”

In addition to ISP(stand 03.321), PFD manufacturers Stormy (stand 01.306) and SOS Marine (stand 11.832) will be showing their Intelligent Lifejackets at METS 2011. This select range of PFDs provides the means to stow Sea Marshall or Crewsafe MOB devices in secure pockets or pouches, as opposed to carrying the devices separately on a lanyard or clipped to clothing. This ensures that users wear their emergency alerting device whenever they put on their lifejacket.

Mobilarm is also partnered with Mullion, Crewsaver, RFD, Viking, Secumar and Shark to create a comprehensive range of Intelligent Lifejackets suitable for specialist, general and aviation use.

“A customer’s choice of PFD is determined by the environment it will be used in, the regulations and approvals it must meet as well as personal preference, so it’s important that we work with all the major manufacturers,” adds Lindsay Lyon, CEO, Mobilarm.

“The Intelligent Lifejacket brings together buoyancy and emergency alerting– two key elements to survival at sea – in one piece of equipment. By reducing the number of individual items a wearer has to put on before going out on deck, we believe the Intelligent Lifejacket will prove popular within the workboat, fishing, offshore and recreational sectors.”

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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.



SEA MARSHALL AU9 IN ISP CHALLENGER 275

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