



THE MOBILARM V100: AS SEEN ON TV!

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FOR GENERAL RELEASE



The innovative, life-saving Mobilarm V100 Man Overboard device is starting to make an impact following its unveiling to the offshore and commercial marine industry at OTC in May 2007. This unique new system, which uses VHF DSC and GPS to dramatically reduce the possible rescue time during a MOB incident, was featured on the offshore industry focused TV station *Energy TV* following its launch. The report, which features Mobilarm CEO Lindsay Lyon explaining the Mobilarm system and its unique benefits, can be viewed online at:

<http://www.energy-tv.com/videos/view/486> .

The unique Mobilarm V100 turns conventional MOB technology on its head through the simple concept that lives can be saved if vessels in the local area are immediately notified of a MOB incident and automatically provided with the casualty's GPS coordinates. As the device sends its distress signal by VHF DSC, no expensive, additional onboard equipment is required, and because of this, any mariner can choose to carry a V100 and increase their own chances of rescue in a MOB incident.

The Mobilarm V100 is a fully automated, maritime survivor locating device that transmits a MOB distress call via VHF DSC and VHF voice to all VHF radio equipped vessels and land based receivers within range, including the distressed mariner's vessel. The pocket-sized device is attached to clothing or lifejackets and will automatically activate if the wearer goes overboard, sending out a distress call and real time GPS coordinates of the casualty's current position.

"Traditional MOB systems are focused on alerting coastguard and land-based rescue services, which in a MOB event adds extra time before a rescue takes place," says Lindsay Lyon. "The fact that the V100 immediately informs the vessel from which the MOB occurs, any other vessels in the surrounding area and land based VHF receiving stations in range whilst providing GPS coordinates means that a local rescue can be implemented as soon as the alarm sounds. And because of this, the V100, we believe, will save more lives than any other MOB device out there."

To find out more about the V100 take a look at the Energy TV report online or visit www.mobilarm.com.

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Notes for editors:

Based in Perth, Australia, Mobilarm is the world leader in electronic marine safety products that protect and save lives in man overboard emergencies for commercial mariners. Available online and through a global network of dealers and distributors, Mobilarm's award-winning products are specifically designed to improve the workplace safety environment for all mariners, by providing an instant alert to vessel and crew in the event of man overboard.

The company's Australian and International awards include the Australian Design Award and the winner of the Seatrade Safety at Sea Award, the first such award given to an Australian company.