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What's New?

OCEAN REEF has a new sales rep! Our tech guy of two years, Steve Potts is now representing Texas, Oklahoma, Arkansas, and Louisiana. As a NAUI Instructor, Steve brings knowledge and experience to yet another field in our company. You may remember him



from the technical service class at the DEMA show last year as well. Don't worry, he's still in our service department, too!!

English Version

Exciting News

OCEAN REEF Supports Shark-Free Marinas



Luke Tipple

In 2008, Shark Divers and Luke Tipple joined forces and developed the Shark-Free Marina Initiative (SFMI). Marine biologist, shark diver and acting Director of the SFMI, Luke Tipple, has long been an advocate of

this idea and has helped it to become a reality.

Luke was kind enough to provide OCEAN REEF with the following information about the SFMI:

The purpose of Shark Free Marinas:

The Shark-Free Marina Initiative has a singular purpose, to reduce worldwide shark mortality. We encourage shark conservation at sport fishing and resort marinas by prohibiting the landing of any shark at the participating marina. The SFMI works with marinas, fishermen and like minded non-profit groups to form community conscious policy and increase awareness of the need to protect our sharks, our ocean and our legacy.

Our outreach and methods:

- The website supplies all information necessary to the public, marinas and fishermen on the need to promote catch-and-release over 'mortal take' shark fishing. This includes a learning center which in the future will contain everything from species information to instructional videos on how to catch and release shark.

- We are fighting the culture of 'mature shark harvest' so often pushed by fishing groups. The main problem is they target the mature and often pregnant sharks as they weigh more, this means a greater record for the fishermen.

- The numbers of shark we stand to save are in excess of ½ a million in the USA alone. A mere dent on the 60-70 million worldwide but the knock-on effect (particularly politically) of a shark-free America will stand an incredible chance of making international change a reality.

- By working with rather than against the fishermen we steer this culture in a new direction, one that serves to develop stewards of the ocean.

- We are currently recruiting members of the public as regional associates, allowing them to receive credit for signing up marinas in their area:



- Every marina that signs up receives the Shark-Free marina signage and stamp of approval to use on their websites and promotion.

Why the diving community is important:

- Divers are passionate and knowledgeable supporters of conservation but they are seldom asked to do anything except perhaps donate to an organization, we give them something to do.

(Cont'd on Page 4)

Product Information

GSM CUBE³

At OCEAN REEF innovation comes first!

The GSM CUBE³ is an underwater communication unit capable of operating wireless/hardwired or interfaced with a VHF radio!! 3 units in one!! If the unit is connected to the ALPHA PRO X-DIVERS surface unit via cable, then communication is on full duplex with the surface unit (no need to press the transceiver button to communicate). At the same time the unit is capable of communicating with other wireless underwater units such as the OCEAN REEF GSM, GSM DC, GSM G-POWER and GSM G-POWER SL, M105 and M100.

By pressing the button of the PTT the unit is transmitting on channel 1 of ultrasonic frequency (channel 1 - 31.768 kHz). The GSM CUBE³ can be connected to a VHF radio through the waterproof carrying bag and other relevant connectors and interfaces. The GSM CUBE³ is equipped with a special plug for the six pin connector which can be used when you don't need to connect the cable. You can also connect and disconnect the unit to/from the cable while diving.

See chart shown for operation modes of the GSM CUBE³.

By itself and no cable connect	wireless
Connected to an ALPHA PRO X-DIVERS surface unit by cable	hardwire
Connected to an ALPHA PRO X-DIVERS surface unit and by itself	hardwired/wireless
Connected to an ALPHA PRO X-DIVERS surface unit and by itself	becomes a GSM VHF

The GSM CUBE³ is a very unique communication system with the integration of Ultrasonic/Underwater communication features and ability to switch between a VHF long distance communication radio and hardwired ALPHA PRO X-DIVERS surface unit. The unit is created to the GSM standard and can be hardwired to a specially modified waterproof radio carrying bag. A variety of different VHF radio models can be contained and interfaced to the unit.

The waterproof radio carrying bag may be connected to the BCD or shoulder of the diver. The GSM may be disconnected from the waterproof radio carrying bag by a rubber waterproof installed connector. It allows the diver to separate the mask/comm unit from the VHF radio module. When the diver is underwater he/she can communicate with other divers, as well as the surface by having the GSM unit act as a PTT unit. While at the surface the radio operates and receives audio

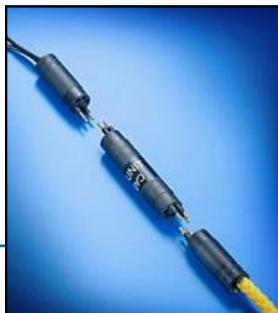
through the speaker of the GSM unit, while the transmission is achieved by pressing the PTT in the mask built in microphone. The diver does not need to press any button to switch from an ultrasonic diving condition to air VHF communication. A diver can communicate long distance with any operator on land or ocean surface, including helicopter and boats (depending on radio installed). The diver can continue to operate by wearing the mask and the underwater communication unit. The two systems (underwater and VHF) have completely independent power sources. The VHF continues to work even if there is no battery in the main unit of the GSM or if it is switched off. The diver may decide the VHF band and the channel before or during the dive (this feature is in accordance to the radio model). The GSM CUBE³ does not come with the radio or carrying bag.



Product Highlight

Interconnect with the GC 2008

With the GC 2008, it is possible to interconnect the surface unit of the ALPHA PRO X-DIVERS to the headset & microphone (MHA-2) supplied with the GSM G-POWER, or separately. This allows the diver to operate via cable by switching from the GSM G-POWER SL wireless unit to the hardwired full duplex and headset system. Another option is to connect the MHA-2 to the surface unit of the ALPHA UWCP by using the GC 2008. The GC 2008 can be installed underwater.



Featured Dive Site

Bonneville Seabase



On the web: www.seabase.net
9am - 3pm, Thurs & Fri | 8am - 4pm, Sat & Sun
By appointment: (435) 884-3874

Near the Great Salt Lake in Utah, you will find the Bonneville Seabase. Ever wished for multiple dive sites in one place? At the Bonneville Seabase you have three choices to choose from.

“With the three diving bays at Seabase, you will be able to snorkel with exotic marine life or SCUBA to a depth of 60 feet. White Rocks Bay is the smallest and shallowest of the bays and is covered during winter months to give you a warm entry and exit point. Habitat Bay is named for the air-filled habitat that provides an underwater conversation and

observation area for SCUBA divers. Habitat Bay is our largest area and includes platforms for training, a boat wreck, and a long channel for compass training. The Abyss is our newest and deepest attraction, reaching a depth of 62 feet with platforms for safety stops and a platform at 60 feet. For the area use fee of only \$15, you can enjoy all three bays, and you get to stay for the day-so come early to make the best use of it.”

Why pass up this opportunity? Equipment rentals are available. Check their website for more information and directions.

Testimonial

Discovery’s Shark Week Host: Jeff Kurr

“Imagine being on the bottom of the Puget Sound in the middle of the night, circled by a half-dozen 12-14 foot six gill sharks! Wearing an OCEAN REEF Neptune Full Face Mask, I was able to direct my underwater cameraman and give live “play by play” to the surface crew 60 feet above. All of this for the

Discovery Channel special Shark After Dark airing this summer, during Shark Week.

I also used the masks extensively while filming at Tiger Beach in the Bahamas, (see photo) describing the action while our shark biologist conducted a hand-feeding experi-

ment amidst 50 hungry lemon sharks. It was awesome!”



Producer & Host Jeff Kurr

“I could never go back to a traditional mask and reg! I use the Neptune every time I go in the water.”

Did You Know?

The Economy Has Hurt the SCUBA Industry, Too

As we all know, the economy has hit a low and no industry seems to be exempt from it. The SCUBA world is no exception to this. The Sun Sentinel, in Florida, recently featured an article on June 4, 2009, regarding the issue. While weather has been a factor for Florida as well, the facts state most people are renting instead of buying when it comes to diving equipment due to cost.

How can we help our industry to stay afloat? (No pun intended.) Support your local dive shops!! Without the consumer, they struggle just as much as the rest of us. It’s a matter of a simple chain reaction...

Consumer -> Dive Shop -> Manufacturer

Without one, the rest will fail. So, do your part and stop by your favorite

dive shop and let them know you’re still a valued customer.

In the end, the economy will turn around. However, until that time comes, we must continue to help each other. As with real estate, now is the time to buy!! Many shops are running specials and you just might find that piece of gear you always wanted at a lower price!

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More Exciting News

OCEAN REEF Supports Shark-Free Marinas (cont'd)

- We encourage rational conservation, which accepts everyone's right to use the ocean as their culture and sporting tastes suit. What we fight against is ecologically unsafe practices such as overfishing of sharks past their sustainable catch rate.
- The diving community can help out by speaking to their marinas and dive operations, encouraging them to register as Shark-Free Marinas.
- Just as the no-smoking sign is now an acceptable part of every public place, we want to see the SFMI sign on every marina, regardless of the level of fishing activity. What we are talking about is social change, and that comes from the entire community being involved.
- We encourage every diver, fisherman and ocean enthusiast to pay attention to what is happening in our own backyards, it's way too easy to say the real problem is overseas and Asian countries when all the same shark meat and products is sold in every grocery store, and shark fishing competitions selectively target threatened species for shock value.



For more information on the Shark-Free Marinas Initiative, visit them on the web: www.sharkfreemarinas.com

Register as a Shark-Free Marina: www.sharkfreemarinas.com/register-shark-free-marina.shtml

Read more on the SFMI blog: www.sharkfreemarinas.com/blog/?p=176

Trivia Challenge

How many uses does the GC 2008 provide? Email your answer and your mailing address to: advertising@oceanreefgroup.com
The first five responses with the correct answer will receive a \$5 gift card to Starbucks!