



LIFE CELL

MARINE SAFETY

BE PREPARED

Endorsed by Westpac Lifesaver Rescue Helicopter



LIFECELL

VISION

To reduce the number of people that tragically lose their life in boating incidents.

MISSION

To create a new standard in boating safety that redefines how safety equipment is stored and used on boats to improve survival rates, reduce the cost of maritime rescue operations & routine inspections and get maritime safety back on the public agenda.

BENEFITS

- Keeps all mandatory safety equipment together
- Highly visible with clear signage
- Quick & easy to access in time of emergency
- Simple to use, even for the novice boater
- Extremely buoyant
- Keeps people together in the water
- Ensures compliance with Maritime inspections



Don't get lost

The Full Story....

at sea...

On January 5th 2012, Scott Smiles and Rick Matthews accompanied by their two sons Riley and Ryan set out to motor their newly purchased 41ft steel cruiser "Intrepid" from Sydney to Yamba Waters. After cruising for 3 hours, Scott went to set up a new trolling fishing line when he noticed billows of black smoke coming from the exhaust.

While Rick slowed up the engines, Scott went downstairs to see what was causing the smoke. Upon opening the engine hatch, Scott discovered the hull full of water and continuing to rise rapidly. Acting quickly, Scott grabbed the EPIRB and esky while yelling at Rick to put lifejackets on the kids. Before they knew what happened, all four were in the water clinging to an esky just to stay afloat. Fifty seconds was all it took from first sign of trouble to the boat completely disappearing.

Scott had activated the EPRIB and it was now beginning to flash. He knew the flash was important, and was hopefully going to expedite their rescue. Five minutes into their ordeal a plane flew directly overhead at a height of only 500 metres. A yacht also cruised past only 2kms from the boys, both of which could not be alerted without a flare. Their flares were now sitting in 65m of water along with the "Intrepid". They continued to float. Half an hour had passed, and Scott could tell shock had begun to set in for Rick and the kids. With Rick having a lure lodged in his knee and severe petrol burns to his abdomen, plus the onset of hypothermia upon him within just 40 minutes, the time factor was critical.

With the EPRIB still flashing but no sign of help, Scott began thinking of what their next move was. Knowing that Rick wasn't a strong swimmer and with land being seven nautical miles away they didn't have many options. Then it arrived, the undisputable sound of a helicopter whirring above them, only to not sight the group and then turn north. They were devastated. It was another forty minutes before the helicopter returned. A life raft was deployed to the water; with a Police rescue boat soon to follow.

The boat had sunk in 65 metres of water, without leaving any trace of debris or any sign of the cause of sinking. The story gained a lot of media attention with national TV bulletins covering the story in great detail. Newspapers both local to Sydney and national papers reported on the tale of survival. International breakfast TV show Today Show America, also picked up the story and did a live cross to Coffs Harbour with Scott and Rick, intrigued by their story.



LIFECELL



Life Cell's goal is simple- to reduce the amount of people who tragically lose their life out on the water.

Our experience detailed just how quickly circumstances can change and a group of people can suddenly be in a life or death situation they couldn't have imagined or planned for.

Commander Mark Hutchings from the NSW Water Police credits our quick rescue to having the presence of mind to grab an EPIRB and something that floated. The Life Cell is this presence of mind.

We understand just how easily life saving technology can be overlooked or lost in the frantic time of a sinking or overturned vessel. As safety equipment is the key to being located and rescued quickly, items such as flares, EPIRBs, V-Sheets are critical. Costly air and sea searches can be avoided with Life Cell's on board.

Life Cell significantly reduces the chance of these items being lost or unable to be found in the time to abandon ship. Safety equipment is often stored under seats, in gunwales or under bunks making it difficult to locate in a time of emergency. Life Cell combines all these items in a floating compartment, and provides a flotation device



LIFECELL

Life Cell comes in many different sizes and configurations that are applicable to many types of vessels. Life Cell is made to USL code. It is also filled with Closed Cell PU Foam and constructed from UV resistant, flame retardant polyethylene. Life Cell is also designed to float off its bracket in the event of a vessel sinking.

Life Cell is a flotation device that stores all your essential safety gear including;

- o EPIRB
- o Flares
- o V-Sheet
- o Whistle
- o Air Horn
- o Torch
- o Mirror-Heliograph

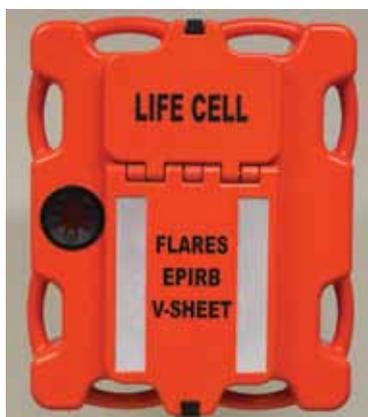


The Life Cell will also making policing of safety gear on the water much simpler and more cost effective because all mandatory safety equipment is in one standard place. Inspection times will be reduced from 20mins to 5mins.

Commercial boats by law need flotation devices but when it comes to private vessels there is no mandatory flotation in place. The Life Cell is the missing link in what is a flawed system for the private vessel.



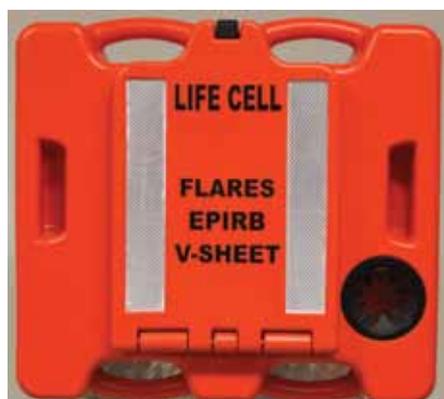
LIFECELL



THE CREWMAN

8 PEOPLE

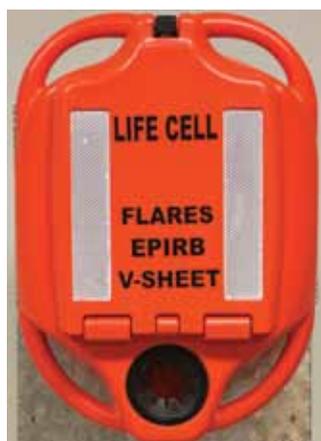
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THE TRAWLERMAN

6 PEOPLE

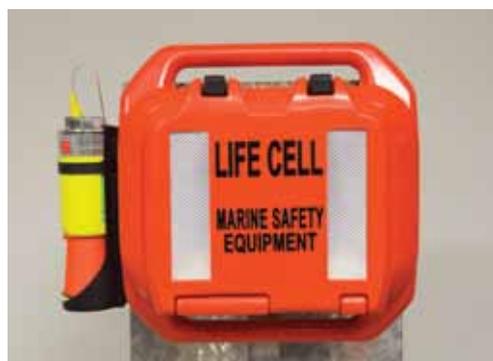
560 x 535 x 220



THE YACHTSMAN

4 PEOPLE

590 x 420 x 170



THE TRAILER BOAT

2 - 4 PEOPLE

400 x 420 x 170



LIFECCELL

POSSIBLE INCIDENTS	WITHOUT LIFE CELL WHAT COULD GO WRONG?	RISK SCORE	LIFE CELL ON BOARD HOW THE RISK IS REDUCED	REDUCED RISK SCORE
Swamped by wave during bar crossing	Difficulty reaching safety equipment and enter water with no EPIRB, flares or flotation device. Drastically reducing chances of survival.	HIGH 5	Life cell is easily deployed with all safety equipment enclosed. Significantly increases chance of survival and rescue.	LOW 1
Capsize	Safety equipment lost or submerged as a result of capsize. Potentially no flotation devices available once in water. Poor chance of rescue & survival.	HIGH 5	Life cell is easily deployed with all safety equipment enclosed. Significantly increases chance of survival and rescue. Life Cell device keeps people together in water and reduces panic.	LOW 1
Engine Fire	Cockpit full of smoke and safety equipment in cannot be reached. Abandon boat with no EPIRB, flares or flotation device.	HIGH 5	Life cell located outside of cockpit near stern of boat. Easily reached and deployed at time of fire to facilitate survival.	LOW 1
Man Overboard	Even if Life Buoy is deployed, the person can easily be lost to sight or boat maybe unable to turn around quickly (commercial vessels) leaving person with no access to flares, V-sheet or flares to facilitate rescue.	HIGH 5	Life cell easy to reach and deploy to man overboard due to convenient location and high visibility. Person in water has not only a flotation device but all safety equipment to facilitate rescue.	LOW 1
Boat sinking	Difficulty locating safety equipment in time of panic and people enter water with no EPIRB, flares or flotation device. Drastically reducing chances of survival.	HIGH 5	Life cell is easily deployed as it floats off its mounting bracket with all safety equipment enclosed. Significantly increases chance of survival and rescue. Life Cell device keeps people together in water and reduces panic.	LOW 1
Inspection of safety equipment by Maritime.	Significant time spent locating all safety equipment which is often stored in separate places that are not easily accessed. Risk of fine if safety equipment has been lost or misplaced.	MEDIUM 3	A Life cell mounted on board with all safety gear included allows for easy location and inspection. This reduces time taken for inspection and risk of fine due to failing safety standards.	LOW 1
Novice Boaters	No idea where safety gear is located on board. No explanation from boat owner. Panic in emergency adding to an already sudden and life threatening situation.	HIGH 5	Life cell clearly mounted and signage clearly visible. Reduces panic as easily found and deployed with all safety gear to ensure rapid rescue.	LOW 1
Collision	A collision may result in panic and injury. People may be thrown into water and boat may sink.	HIGH 5	Life Cell easily accessible and deployed to ensure flotation device and access to safety gear enabling rapid rescue and medical attention.	LOW 1
Boat Owner/Skipper rendered unconscious due to injury or medical emergency	No organisation on board, passengers or crew unable to locate safety gear. Unable to drive boat for assistance.	HIGH 5	Life cell on board which is highly visible, easily accessible and clearly marked with safety equipment. Self explanatory to inexperienced boat passengers. Enables rapid rescue and medical attention.	LOW 1

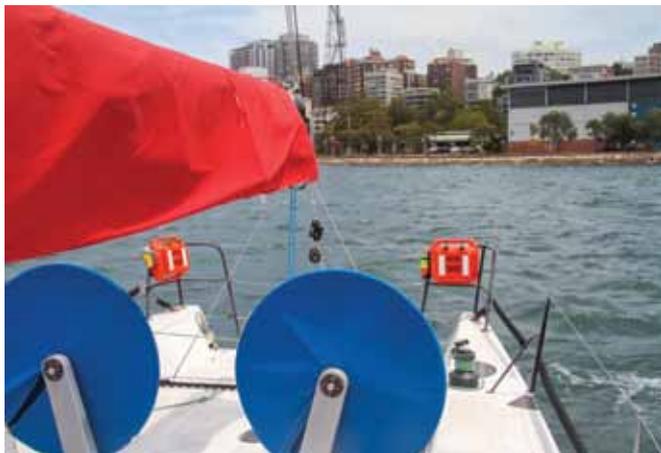
LIFECELL

RECREATIONAL VESSELS



LIFECCELL

YACHTS



LIFECELL

COMMERCIAL VESSELS



LIFECELL

Disorganised and frantic... no ability to contact authorities



Calm and ordered... all lifesaving equipment in a flotation device





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— MARINE SAFETY —

BE PREPARED



“Don't get lost at sea”