



PRESS RELEASE

TO: Editor in Charge

CONTACT: Janet Scheffer / Michelle Jamieson, Mana Means Communications, (808) 521-1160

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FOR IMMEDIATE RELEASE

SHARK SENSORY OVERLOAD

The Electronic Shark Defense System Device Comes to Market by Z to A Innovations
with the help of 3D Innovations

(Honolulu, Hawaii), November 7, 2011 – For years, measures to prevent shark attacks for surfers, divers and swimmers have helped to save lives, however, these preventative measures do not ensure any protection from a shark attack. According to the International Shark Attack File annual report, worldwide in 2010, there were 79 shark attacks. Of these unprovoked attacks in 2010, North America experienced the most attacks in their waters with 32 attacks (42%). Wilson Vinano Jr., a longtime Honolulu surfer and owner of Z to A Innovations, LLC has envisioned the Electronic Shark Defense System (ESDS), which omits electric waves that interfere with the gel in a shark's nose and keeps them away. The ESDS will change the way that surfers, divers and swimmers experience the foreign environment, the sea.

The collaboration between Z to A Innovation, LLC and 3D Innovations have delivered the ESDS to market. The ESDS is a small, shark deterrent device that repels sharks from the area while in the ocean thus, increasing the user's safety. The ESDS sends pulses through the water that are easily detected by a shark's sensory system, causing them to stay out of the signal range while keeping surfers, divers, and swimmers safe from encounters with sharks. The device is attached by a strap, similar to surfboard or stand up paddle board leash to the ankle. When the ESDS senses water, it turns on automatically and can last up to 9 hours before recharging. The device only measures 2.6 x 2.3 x 1.0 inches and weighs about seven ounces.

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With the design, engineering, prototyping and manufacturing capabilities of 3D Innovations, they were able to transform the ESDS device's enclosure concept into a digital design and functional prototype. Z to A Innovations, LLC was then able to review and validate the prototype before the manufacturing began. 3D Innovations was able to reduce the design cycle time, reduce prototyping costs and produce a manufacture ready ESDS device for Z to A Innovations, LLC. Because of the collaboration between Z to A Innovations, LLC and 3D Innovations, 2500 devices have been built and are selling for \$299 without a leash and \$350 with a leash. A similar device called "Shark Shield" in Australia is sold for over \$700.

When surfers, divers, or swimmers are seen from below, sharks can mistake them for sea turtles, as surfers appear to have the same shape and the splashing entices sharks to attack. Now, surfers, divers, and swimmers wearing the ESDS will experience an added peace of mind while exploring and enjoying the sea.

Please visit ESDS on [Facebook](#) for more information about the Electronic Shark Defense System. For more information about 3D Innovations and the services that they provide, please visit www.3d-innovations.com or find them on [Facebook](#) and [Twitter](#).

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**MANA MEANS COMMUNICATIONS 1088 BISHOP ST. STE. 1209 HONOLULU, HI 96813
PH 808.521.1160 FAX 808.521.1104 www.ManaMeans.com**