



Ultra-portable tankless diving systems

Press Kit



Overview

BLU3 is an innovative company that designs and manufactures surface-supplied air (SSA) diving systems, with a mission to dive with a purpose by collecting valuable data to help protect our waters for generations to come. NEMO is the first of 3 models that reach different depths – NEMO, NOMAD and NEPTUNE.

Vision:

An abundantly blue planet populated by ocean-loving divers who help keep it that way.

Mission:

Dive with a purpose and collect valuable data to help protect the waters we love for generations to come.

Tagline: *Go beyond the surface*

Our Models



In Production: NEMO by BLU3

8 Jj Yfg. 1
8 YdH . 10 feet
Fi b'ha Y. 60+ minutes

? Ymi: YUhi fYg. Safest (due to shallow depth), extremely lightweight/portable, TSA-acceptable.

6 YghZcf. Families, travelers, resorts/tours, yachts.

9I dYWHX"U bW 'XUH. August 31, 2018



In Development: NOMAD by BLU3

An evolution of NEMO. Slightly larger than NEMO but still impressively small, compact, and lightweight. A nice complement to your NEMO for times you wish to dive deeper than 10 feet. Seamlessly collects valuable environmental data as part of our mission to turn every BLU3 diver into a citizen scientist.

6 YghZcf. New divers with a high interest in ocean exploration. Small vessels, shore and remote dives.

9I dYWHX"U bW 'XUH. Summer 2019



Future Vision: NEPTUNE by BLU3

Bigger and more powerful than its siblings, NEPTUNE offers the ability to dive multiple people on one system. Maximum depth rating similar to NOMAD. Perfect for cycling groups of your family and friends through your favorite dive spots.

6 YghZcf. Everyone – Boaters, families, charters, resorts/tours, lobstering, spearfishing, etc.

9I dYWHX"U bW 'XUH. Winter 2019

Social Media:

: c`ck `ci f`Vi VV`Yg`cb.`

Facebook: www.facebook.com/diveblu3

Instagram: www.instagram.com/diveblu3 | [@diveblu3](https://www.instagram.com/diveblu3)

Twitter: <http://twitter.com/diveblu3> | [@diveblu3](https://twitter.com/diveblu3)

Press Releases:

[A new device to bring more people underwater](#)

[Introducing NEMO](#)

Media:

Our hi-resolution photo and video galleries live on [Google Drive](#).

About NEMO

NEMO is an incredibly compact Surface-Supplied Air (SSA) dive system that supports **cbY` XJj Yf to hYb`ZYh**– the perfect way for snorkelers to take their adventures beyond the surface.

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Whether you're an ocean explorer, poolside parent, treasure hunter, underwater photographer, self-sufficient boat owner, or in search of the latest yacht toy – NEMO is for you.

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Inside NEMO's buoyant foam and tube is a custom battery-powered air compressor. The compressor pumps air to the diver through the 10 foot hose and out through NEMO's patented smart regulator, all powered by a single battery. Our smart regulator saves battery life by monitoring breathing patterns to let the compressor know exactly when it needs to send air, which means NEMO doesn't just push air to you, but rather breathes with you.

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1 Diver | 10 feet | **Fi b`hja Y.** 60+ minutes | **GjnY.** 11" x 7.5" x 8" | **K Yj[\`h`** ~10 lb.

BLU3 TEAM:



6`U_Y7 Ufa]W UYž7 9C`

Blake has spent the entirety of his life immersed in the ocean. He graduated from Florida Atlantic University with a degree in Electrical Engineering, with the intention to innovate for the betterment of the planet. His ingenuity, work ethic and deep regard for the ocean and environment is the driving force of BLU3's mission. It is this mentality that will ensure BLU3 products enter the market at their optimal state in order to meet, and exceed, expectations.

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John is a lifetime lover of water who was first scuba certified twelve years ago. Despite his love of scuba, John sought an easier way to enjoy the underwater world at depths where scuba diving remains impractical. John's enthusiasm and profound professional background fueled the founding of Setaysha Technical Solutions, a company dedicated to making breathing underwater easier, more comfortable and accessible – a mission that perfectly integrates with ours here at BLU3. He is excited to now apply his twenty years of combined experience in manufacturing engineering and product development to bring forward BLU3 products that serve new and existing market spaces.

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Robert is a distinguished diver, explorer and inventor with an incredible talent for building businesses and getting innovative products to market. He is the founder and CEO of BMG – a successful family of brands all with a unique focus on the diving industry. His humble beginnings as a garage mechanic for the original Brownie's Third Lung to the head of various companies, including the very same brand in which he began, is a testament to his commitment, work ethic, innovation and passion. BLU3 is the newest member of the Brownie's Marine Group family of brands. Ei chY. `Œ Y`VYyb`XYX]WUHX`hc`Xj]]b[`g]bWV`%+, `È`Zca` \ cc`_U`gngHya g`hc`fYVfYUA Yfg`hc`gi Va Uf]bYgž-Œ Y`XcbY`]hU`"6 i hžh`Y`YUgY`cZYbhYf]b[`h`Y`k`Y][\ h`Ygg`fYUA`k`]h`U`h]bmiZ`c`hU`!g]nYX`gngHya ``]_Y`B9 AC`]g`gja`d`m`Uk`Y!]bgd]f]b[``



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Robbie is a bright engineer with a proficiency in modeling and design. His adept mind and determination earned him an internship with the Naval Surface Warfare Center, working alongside BLU3 founder, Blake Carmichael. Shortly after graduating from Florida Atlantic University with a degree in Ocean Engineering, Robbie joined the BLU3 team full-time and has been a valuable asset in all things BLU3. He is both a certified scuba diver and pilot. Robbie's intrepid nature, diligence and drive provide the BLU3 team with the ability to transcend obstacles quickly and efficiently. Ei chY. í B9 AC`jg'ci f`Wta dUbnj ZfghdfcXi Wž]h\ Ug'hc`VY dYfZYWi` "



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Yasmin has been practicing and studying the communications industry since the age of 16 – beginning with two different PR internships in South Florida, while still in high school. She graduated early from the University of Central Florida with a degree in Advertising and PR as well as a minor in Leadership Studies. Yasmin is a self-taught expert in various Adobe Creative Suite programs and digital marketing platforms. Her experience in marketing and design, combined with her status as a novice diver, allows her to clearly communicate the BLU3 message to the masses. Ei chY. í ð`i gi U`mUgc`c`IfUj YYfžVi hUZyf` k UbXYf]b[`Ufci bX`WtUghU`9i fcdY`k]h`B9 AC`]b`a mWUffmcb`h]g'gi a a Yfž]Hj`gUZY`hc`gUm ð Uj Y`U`bYk`IfUj Y`Wta dUbjcb`Zcf`h Y`ZcfYgYYUV`YZ hi fYÍ`



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Verity graduated from Cardiff University with a First Class Bsc (Hons) in Product Design. Her previous experience interning with Triton Submarines (FL) and Marlin Submarines (UK) fueled her passion for the ocean. While completing her Masters in Advanced Product Design, Verity joined BLU3 for a 1 month internship to further her experience as a designer and offer fresh and creative insight to the design process. Verity's skills in both technical and aesthetic design, paired with her wide range of software talents, allow her to play a diverse and valuable role in the team. Ei chY. `5g`UgW VUX]j Yfž=Wt`i`XbñVY]Yj Y\ ck`ZYY`hñZ`hñc`X]j Y`k]h`ci`h` HUb_g`UbX`c`h`Yf`Yei]da Ybh`B9 AC`\ Ug`Wta d`YH`miW`Ub[YX`Ybhfmi`Yj Y`X]j]b["

BYk g'FYUgY'

Yasmin Santos
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Hi Y'k cf`XEd'ga U`YghX]j Y'grghYa ``Ui bW Yg'cb`?]W_gHfHf'

POMPANO BEACH, FL. (August 31, 2018) - Today, BLU3 is proud to announce the next generation of diving has launched on the crowdfunding platform, Kickstarter. NEMO by BLU3 is a portable and easy-to-use dive system that allows users to breathe underwater without the use of tanks.

The company defines NEMO as an incredibly compact Surface-Supplied Air (SSA) dive system that supports one diver to 10 feet – bridging the gap between snorkeling and SCUBA diving. BLU3's goal is to make the sport of diving more accessible, in an effort to increase awareness of the world's underwater environments.

"The more people who experience the underwater world, the more people that might help protect it," stated Blake Carmichael, founder and CEO of BLU3.

NEMO's biggest draw is portability, the product spans less than 12 inches on all sides and weighs in at a surprisingly light 10 pounds, it is about the size of an American football, rugby ball, or two-slice toaster.

In addition to being compact and easy-to-use, each NEMO comes with a comprehensive training course to ensure the safety of both consumers and underwater environments. BLU3 also plans to add an interactive and educational page to the company website before products are delivered early next year.

Fans of the product have reached out to the company expressing anticipation of NEMO for use in various ways – from treasure hunting and pool entertainment to aquatic therapy and boat maintenance. "Whether you're an ocean explorer, poolside parent, treasure hunter, underwater

photographer, boat owner, or in search of the latest yacht toy – NEMO is for you,” said inventor John Colborn.

NEMO will be available in a vibrant blue foam and reflective green tube for maximum visibility on the water. If the funding goal is surpassed by a certain amount, the tube will also be available in a lively pink color.

Inside NEMO's buoyant foam and tube is a custom battery-powered air compressor. The compressor pumps air to the diver through the 10 foot hose and out through NEMO's patented smart regulator, all powered by a single battery.

Key Features:

- **7' x 11" x 8" Diver**
- **8' x 11" x 8" 10 feet**
- **60+ minutes**
- **11" x 7.5" x 8"**
- **~10 lb.**
- **Lithium Ion battery pack**
 - Fast and easy replacement for all day diving
 - 3-hour charge time

BLU3

BLU3 is a line of ultra-portable diving systems with a mission to increase protection and awareness of underwater environments by spreading the sport of diving. The small company has been supported by [Brownie's Marine Group](#), an innovative family of brands with a unique concentration on the diving industry, best known for its flagship product Brownie's Third Lung.

For more information about BLU3, visit the [NEMO campaign on Kickstarter](#) or [diveblu3.com](#).

