

# CREATING THE FUTURE

## m a g a z i n e



Elizabeth and son

### Introduction

Dear divers

Creating the Future Magazine is going to become more attractive and dynamic. Thanks to Elizabeth Simpson, new Advertising Assistant at our San Diego factory, we will bring you more information and a better understanding of who we are and how we perform our company goal, which is to **improve the safety and comfort of diving with a "New way to dive"!**

Creating the future Magazine will become our "communication port" with the diving world.

Sergio Gamberini  
Managing Director  
Ocean REEF Group

Dear divers

Hello from San Diego! My name is Elizabeth Simpson. I am excited to be the new Advertising/ PR person for Ocean Reef. I have not yet enjoyed a scuba diving experience but I plan on changing that soon. I have however been sky diving and bungee jumping. I am married to a wonderful husband we have a 1 year old son. I hope you enjoy this issue of Creating the Future. If you have any ideas of what you would like to see in the content of this magazine email me at: [advertising@oceanreefgroup.com](mailto:advertising@oceanreefgroup.com).



Elizabeth Simpson  
Advertising/PR

### Places to Dive

Have you ever been scuba diving off the Kona Coast? Kona is a premier diving area on the Big Island of Hawaii. You may ask why this is a hot spot. . . well, it is partially due to calm water, crystal clear water (with visibility up to 100 feet), and the water is shielded from standard wind patterns by two mountain masses.

Captain Cook Monument is a hot diving spot located approximately 20 miles south of Kailua-Kona. It is recommended to dive at the reef to the west instead of the east reef. The west reef is

more vibrant and has a larger number and variety of fish than the reef to the east. Don't forget to visit the monument while you are there!

Also, 20 miles south of Kailua-Kona is Hanauau Place of Refuge. This spot is one of the most popular dive spots on the Big Island of Hawaii. Visibility here easily extends up to 100 feet. This dive provides one of the nicest lava-ledge entries found on the Big Island. Make sure to look for the sand patch with "Aloha" spelled out with cinder blocks!

### Trivia Challenge

The first five people to email the correct answer of the trivia question to: [advertising@oceanreefgroup.com](mailto:advertising@oceanreefgroup.com) Will receive a free Ocean REEF cap!!

**Trivia Question:** What do the letters GSM stand for?

(HINT: the GSM is an Ocean Reef Communication System Product)

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## Technical Information

Ocean Reef has a state of the art web-site. The address is:

**www.oceanreefgroup.com**

This website has a vast amount of useful information about the Company, products, events, places to dive, information on how to become familiar with Ocean Reef products, technical information, Distributor information, and more.

Ocean Reef encourages you to explore this website. If you have any questions click on the contact us section on the left side of the website screen and let us know how we can help you.

## Exciting News

### THE LIFE SAVING VALUE OF THE OCEAN REEF FULL FACE MASK:

**TRUE STORY:** By Dr Mark Danik

I am an experienced 150 dive IANTD trimix diver, an attorney, Mensa Intellect and a very highly disciplined individual who doesn't drink, smoke, use drugs and does everything in life with a cool clear head screwed on straight.

Nonetheless the best of us make mistakes, and on Oct 27<sup>th</sup> about 3PM in Bonaire at the Maire Bahn wreck, one was made. My dive buddy, who is a pro UW photographer, and I started the dive, having practiced the gas switch and stage tank change routine the previous day. Everything was textbook perfect. Having failed to notice me or confirm the Sartec valve setting at the gas switch point, and being busy shooting my photos, my buddy and I both missed the fact I was still breathing 55% oxygen at 190+ feet...a PO<sub>2</sub> of apx. 4.0!! for about 7 minutes AT that depth! This of course resulted in oxygen toxicity full scale convulsive seizures.

AT 205' I stood at the bow and he shot photos. As I motored up and over the hull I had aura, and saw large dark purple stage curtains slowly close from each sides peripheral vision. This was followed in 30 seconds or so by scin-

tillating scotoma, and that almost immediately by full scale whole body violent convulsions, arms legs, abdominal and facial muscles all contorting uncontrollably at once. I could not see, and I could not readily tell up from down, a deadly problem for any diver. I groped with my right hand for my gas valve and by third or fourth try actually struck it, setting me back on 23-24% O<sub>2</sub>, still a bit high but within my known tolerance range for short exposures. My face, scalp muscles, ears, tongue, eyelids, mouth and jaw were all going in different directions at different speeds, such that: A: If the mask could not stay put and continue to deliver air by itself, I WOULD drown B: If the face seals had not been sufficiently pliable and flexible to hold back water during the time of the convulsions, the mask would have leaked and I would have inhaled water C: If the head harness had not been well designed and placed, the mask WOULD have been thrown off, and that would have resulted in my certain death. Due to the good seal and harness design, the mask stayed on my face and continued to deliver air. Over time I have run into the many self aggrandizing traditional experts and gorilla tech divers who know it all and look at FF masks as senseless bells and whistles, all

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of whom exhort me to " get rid of that toy and get a real regulator". *That "toy" saved my life, allows for in water recompression, protects me against facial jellyfish stings which ALSO cause a face to go into convulsions, and I have no intention*

*of diving anywhere without it. Tom Mount of IANTD writes " very few people survive a full blown episode of CNS convulsions underwater" How right you are Tom. I'm here and alive because of Ocean Reef...and don't nobody ever forget it!*

## Product Highlight

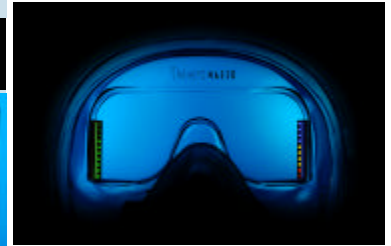
**The Neptune II NIRA Shield Display** is Ocean Reef's newest software system. To check important data when diving, such as depth and air pressure, divers used to need to look at their wrist or console display instruments. This is no longer the case with the innovative shield display software that Ocean Reef created. Now, with SHIELD DISPLAY, this information is brought directly to the mask face shield improving diver comfort and efficiency.

On the right inner side of the mask depth is displayed and on the left inner side the tank pressure is displayed. These 2 LED displays connect to the mask through the regulator/octopus port. The Depth display is made up of blue,



red, and yellow dots. The tank pressure display is made up of green and red dots. The way the shield display works is very simple. The shield display turns on automatically when submerged in water. The brightness of the of the dots may be adjusted by a switch located on the "Electric Connection Surface Air Valve". The LED displays may also be turned on and off during the dive. In situations of low tank pressure, or depth of 120 feet or greater then the LED displays automatically turn on as a safety feature.

Ocean Reef invites all divers to use the revolutionary system of the Ocean Reef Shield Display.



## Did you know?

Did you know that the Neptune System is used by numerous scientific expeditions involving the following areas: Arctic Regions, Antarctica, Amazonian regions, Australia, Pyrenees-Spain, Svalbard, and California?

In addition to that, civil protection sections, Marine Biologists, Aquarium Personnel and International Marine Reserves use the Neptune System for its comfort and flexibility of use.



## Employee Highlight

Lynne Dunn is the Sales Manager for the USA Ocean Reef Office in San Diego. Lynne oversees all of the Sales in the US. She also manages the USA Ocean Reef Office, employees, and sales reps. As well as managing and doing domestic sales, Lynne also does some international sales.

Lynne has lived in Michigan, Scotland, and California. She has a wonderful husband and a cute 3 year old daughter. She loves to travel and has been to various places around the world. Some of her favorite places to visit are Cabo San Luis in Mexico and Las Vegas, Nevada. She loves to go to the beach with her family and shop at little beach town shops. Lynne's favorite place to eat is Pat & Oscars. She loves their lemon chicken salad with bread sticks. Thanks for all you do Lynne!



Lynne and family



**Buy a Neptune II NIRA & Get a Free Surface Valve!**

Must purchase Neptune II NIRA at an authorized Ocean REEF dealer by March 31st. Must mail copy of receipt of purchase and this coupon to:

Ocean REEF  
1205 Linda Vista Dr.  
San Marcos, CA 92069

Manufacturers Coupon

Expires 03/31/2004

### Upcoming Events

**Ohio Skin diving Counsel Show**  
(consumer show):

March 19-21st

**Trainer/Instructor Course:**

Charleston, NC

April 24, 2004

Location/Time: TBA

**Neptune Full Face Mask Demo:**

Charleston, NC

April 25, 2004

Location/Time: TBA

Share your diving adventures with us! Contact:

[advertising@oceanreefgroup.com](mailto:advertising@oceanreefgroup.com)

### Diving Tip

When diving, you can equalize the pressure you feel by pressing the upper side of the visor, the plate with the 2 eccentric blocks moves back and close to the nostrils.

Some nice features of this equalization system are that the eccentric block system is mobile and comes with 2 sets of attaching screws of different lengths. The blocks may be moved up or down depending on the length and position of the individual's nose, ensuring complete comfort for the diver. (This 3D equalization system is an Ocean Reef patent.)



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*"Once a customer always a Customer"* Ocean REEF considers all customers part of our Ocean REEF Family. We want to keep the diving world posted on the latest news with our Company by mailing or emailing you our Creating the Future Magazine. Please fill out, then cut out, the following information and mail it to: Ocean Reef, 1205 Linda Vista Dr., San Marcos, CA 92069.

Or you may email your information to: [advertising@oceanreefgroup.com](mailto:advertising@oceanreefgroup.com)

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