

# CREATING THE FUTURE

## m a g a z i n e



### Introduction

Happy New Year! Ocean REEF has another year of exciting and insightful Creating the Future Magazines in store for your reading pleasure this year. Creating the Future will now be distributed on a bi-monthly basis, so be on the lookout for 6 new issues this year! February's issue promises fast and interesting reading! Be sure to check out the New Neptune Mask color contest, free T-shirt opportunity, and trivia challenge between articles!

#### Neptune Mask... Best Fit Ever!

"I purchased the Ocean REEF mask last year. I've been a sport diver for 26 years and it is THE best mask I've ever used. I bought the mask on a lark... Once I tried it I quickly realized that I had just found the best fitting mask ever and its field of view was second to none! This is a Top Notch mask."  
*Bob Downey, Dallas, TX*

### Places to Dive

This "summer" dive will cool you off and provide great entertainment! An underwater safari treks the Sardine Run northwards along the east coast of South Africa. The Sardine Run is one of the largest marine events on the planet.

Sardines are cold water fish; swimming in waters about 57-68 degrees. The key predators of the migrating sardines are copper sharks, common dolphins (mostly bottlenose dolphins) and Cape gannets. Other predators include Black tip, Spinner, Dusty and Zambezi sharks along with Bryde's whales and Cape Fur seals. You may also catch a glimpse of Humpback whales that are migrating 8000 km north from Antarctica! The dolphins are the cowboys of the predators, rounding up the sardines, causing them to swim up to the ocean surface in large groups (30 to 60 ft. in diameter) called "bait balls".

At that time the other predators capitalize on the "fast food" opportunity, resulting in the "bait balls" lasting only about 10-20 minutes at a time.

Many divers are saying the Sardine Run is the "Greatest Shoal on Earth". So head south this summer, tread back, relax, and enjoy the show the Sardine Run offers! If you are interested in diving the Sardine Run, contact SEAL Expeditions at 1-888-454-SEAL or visit [www.wea-air-land.com](http://www.wea-air-land.com)



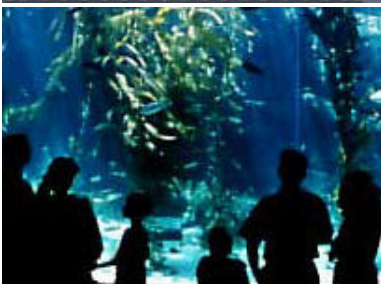
CONTENTS	
Introduction	1
Places to Dive	1
Trivia Challenge	1
Technical Information	2
Exciting News	2
Product Highlight	3
Did you know?	3
Employee Highlight	3
Upcoming Events	4
Diving Tip	4

### 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 \$5 gift certificate to Starbucks!

#### Trivia Question:

What is the percentage of visible light transfer of the Neptune II NIRA visor?



Scripps Institute of Oceanography



## Technical Information

Ocean REEF produces some of the most advanced underwater communication units. One of Ocean REEF's underwater communication units is the GAMMA 105 integrated audio/video system, which uses the M105 digital and a CCD Micro Video Camera that can be fitted either in an underwater housing attached to the Neptune II Mask or held by the diver. This makes it possible to talk with a number of divers operating in the working range of the M105D, while monitoring on the surface what the camera is seeing underwater. The camera is hard-wired connected by a 40 mt (120 foot) cable to a color LCD 4" monitor.

All Ocean REEF communication units are evaluated on 3 quality levels: **1.** Power- the energy delivered by the unit **2.** Understanding- to avoid misunderstanding and confusion, for example hearing "Ball" instead of "Paul" **3.** Recognition- the ability to discern one diver from another.

In one test, when transmission begins a computer delivers to a unit (through water) a number of impulses from 300-3300 Hz. The computer tests the unit 3 times and at the end of testing it creates a diagram showing the energy delivered, or received, and the related frequency. There are other tests for understanding and recognition that are performed by the computer sending authentic voices and words through the communication units underwater. Pat Murphy, Dive Safety Officer, North Carolina Aquariums commented "Completing over 350 education dive shows a year on the Ocean REEF wireless communications system has proven the Neptune II System is of high quality, which holds up extremely well under a demanding aquarium dive schedule." See the mask in action, visit:

<http://www.ncaquariums.com/newsite/webcams/gycam.htm>

## Exciting News

Ocean REEF is excited to announce its recent sponsorship of the Scripps Institution of Oceanography! The Scripps Institution of Oceanography is one of the oldest, largest, and most important centers for marine science research, graduate training, and public service in the world. It was founded in 1903 as an independent biological research laboratory, which later became part of the University of California in 1912.

Research at Scripps encompasses physical, chemical, biological, geological, and geophysical studies of the oceans. More than 300 programs may be underway at anytime. It's exciting to know that the Neptune System will be assisting Scripps with its underwater adventures and research.

A component of Scripps is the Birch Aquarium. Since 1903, Scripps Institution of Oceanography has maintained an aquarium and museum dedicated to public education and enjoyment. The opening of the new Birch Aquarium at Scripps on September 16, 1992, continued the tradition at a new location .

The aquarium is situated on a hillside overlooking the Pacific Ocean and Scripps Pier. Four times larger than its predecessor, the new complex contains more than 60 tanks, three living tide pools, and an interactive museum. This world renowned aquarium offers many shows to the public, such as:

- Shark Tank Feeding
- Tide Pool Feeding
- Tropical Feeding
- Southern California Feeding
- Kelp Tank Dive Show

The Kelp Tank Dive Show is an interactive show in which the public can talk with divers as they take the plunge into a 70,000 gallon kelp tank! The Neptune System with wireless underwater communication makes the interaction between the divers and public possible. You can catch the Kelp Tank Dive Show at three different times each week. To discover which show works best for you visit the Birch Aquarium website at:

<http://aquarium.ucsd.edu/public/dive-shows.cfm>

## Product Highlight

A crucial part of the Neptune II NIRA is the skirt (seal) of the mask. Ocean REEF has a patented bellows type skirt with a "spring profile" and large sealing surface (from 30 to 45 mm, which is double that of a conventional mask) molded by premium grade silicone rubber. The skirt spring effect is achieved by a combination of the double "S" section and the inner support ribs, which provides the right compromise of comfortable fit and structural support. This allows the mask to float comfortably around a diver's face.

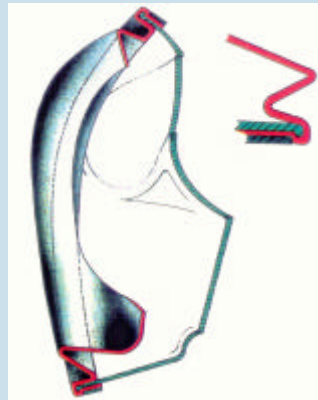
Ocean REEF offers the Neptune II NIRA with two different skirt sizes which results in a great fit for a large percentage of faces. The skirts and masks come in three different colors: black, yellow, and cobalt (blue).

Ocean REEF has decided that it is time to create a new skirt color for the Neptune mask. We will be holding a contest in which **YOU** can tell us what color you think the next Neptune II NIRA mask should be. Vote for your favorite color: Emerald, Crimson, or Grey!

The contest will start February 1, 2005 and will end August 1, 2005. The new color will be announced and unveiled at the 2005 DEMA Show. Everyone that participates in the contest will be entered in a drawing in October for a FREE Neptune II NIRA in the new color.

To participate in this contest you may do one of the following: call Ocean REEF at 1-800-922-1764; visit our website <http://www.oceanreefgroup.com>, or email your chosen color to:

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



## Did you know?

Ocean REEF wants all first experiences with the Neptune II NIRA to be unforgettably positive. In order to ensure that happens, Ocean REEF offers an educational diver course (Full Face Mask DEMO) taught by Ocean REEF certified instructors.

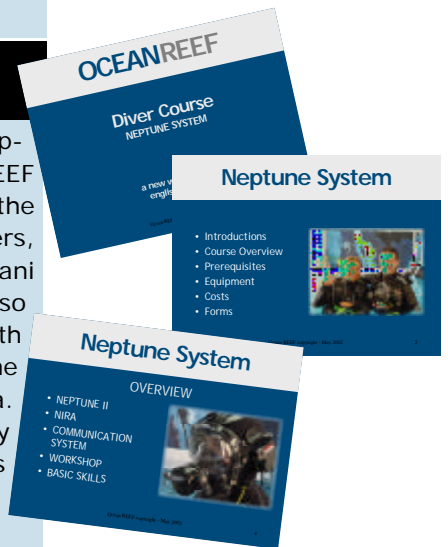
Full Face Mask DEMOS provide a diver with the basic technical and practical knowledge necessary to be a competent diver with the Neptune System. Then one may benefit from all the system offers in regard to safety, fun, socialization, and product satisfaction. To set up a DEMO, contact your regional Ocean REEF Sales Rep. or contact Ocean REEF at 760-744-9430. A date, time and location will be chosen and Ocean REEF will send training materials. Divers that participate in the diver course will learn the proper way to use the Neptune System, resulting in a positive first experience. This will assure happy divers and happy distributors! For Ocean REEF Sales Rep. information see the Upcoming Events section on pg 4

## Employee Highlight

Lani Golstab is our new Receptionist/Assistant at the USA Ocean REEF office. Lani helps in answering the phones, entering and managing orders, maintaining databases, and more. Lani was born in California. She has also lived in Texas, South Dakota, North Carolina, Virginia, and England! She recently moved back to California.

During her college study abroad to England she visited places like France, Spain, Italy, Ireland, and the Czech Republic! The little Spanish and Italian she knows came in handy! Someday Lani would like to travel to Australia and other countries in South America. Two of her favorite foods are strawberries and artichokes. She enjoys dancing and has recently taken up scuba diving! She would like to dive at the Great Barrier Reef off Australia someday.

Lani is eager to help out at the office and has a friendly disposition. We are glad she is part of Ocean REEF!



Lani at a café in London

Tell us your diving story!

Get a FREE Ocean REEF T-shirt!

Send us your stories, and pictures and if we publish it in our Creating the Future Magazine you get a free T-Shirt!

### Upcoming Events

**Southeast - MD, DE, WV, VA, NC, SC, TN, GA, PA, AL** - Mark Johnson (843) 324-3141  
**Central North - MI, OH, IN, IL, MN, IA, MO, WI** - Al Kidder (574) 266-1846  
**South Central - TX, LA, OK, AR** - Dale Autry (405) 823-4677  
**Northwest/Southwest; British Columbia/Alberta - CA, NV, AZ, AK, WA, OR, ID, UT, MT, WY, HI, BC, AB, NM, CO** - John Boyer (760) 295-5032  
**All other states** - (760) 744-9430

**Scuba Fest:**  
Columbus, OH  
March 11-13  
contact Al Kidder 574-266-1846

**Full Face Mask DEMO:**  
Palm Springs, CA  
February 12  
contact John Boyer 760-295-5032

**Instructor/ Full Face Mask DEMO:**  
Sachse, TX  
Extreme Scuba  
February 9  
contact Dale Autry 405-823-4677

**Instructor/ Full Face Mask DEMO:**  
Moore, OK  
Tech Sports Scuba  
February 17  
contact Dale Autry 405-823-4677

**Instructor/ Full Face Mask DEMO**  
Lubbock, TX  
Southwest Aqua Sports  
February 23  
contact Dale Autry 405-823-4677

### Diving Tip

Make sure your surface air valve is closed before you dive. But don't worry if you forget, water will not leak into your mask!



**OCEANREEF**  
connecting divers

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operator@oceanreefgroup.com

*"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, 1699 La Costa meadows Dr. Suite 101, San Marcos, CA 92078. Or email it to: [advertising@oceanreefgroup.com](mailto:advertising@oceanreefgroup.com)

\*Name (First) \_\_\_\_\_ (Last) \_\_\_\_\_

Address \_\_\_\_\_ Apt# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\*Email address: \_\_\_\_\_

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