

Client	Shark Shield Pty Ltd		
Product	Shark Shield		
Duration	90 seconds	Title	Shark Shield V4
Date	6 th January 2016		

VIDEO

Quick chop montage of surfers and divers – ideally showing spearfishing with the unit on

We see surfers out on the water, waiting for a wave. A drone camera takes us from the surfers up into the sky. We look down at the adventurers waiting for their wave.

GRAPHIC: The world's only scientifically proven and independently tested shark deterrent.

From our bird's-eye-view, we watch the ocean water drain away. The surfers appear to float in mid air. With the water gone, the secrets of the ocean are revealed.

Sharks float on the periphery before beginning a stealthy approach towards the surfers and diver. The electronic field of the Shark Shield emanates from the surfers; boards and diver, deterring the sharks

We see footage of Shaun Collin and his team at UWA Oceans Institute conducting Shark Shield research trials.

Shaun Collin, to camera.

SUPER:

**Shaun Collin, Director,
University of Western Australia Oceans
Institute.**

Conducted Shark Shield trials in South Africa

We cut to Paul Von Blerk interview

SUPER:

**Paul Von Blerk,
Project Specialist, KwaZulu-Natal Shark Board
South Africa Since the 1990's**

Ian "Shark" Gordan is underwater as a large Great white comes up towards him and is then deterred by the Shark shield. Ian turns to the camera with a big thumbs up

AUDIO

MUSIC: Inspiring drums and percussion

VO:

If you're serious about adventures, you wear a Shark Shield

Shark Shield is the worlds only scientifically proven and independently tested electronic shark deterrent.

Shark Shield is proven to turns sharks away.

The light weight device consists of two electrodes which emit a three dimensional protective electrical field around the user.

When a shark comes to within a few meters of the device, the strong electrical field triggers the shark to experience muscle spasms in the sensitive electrical receptors in their snout. The discomfort causes the shark to swim away.

For over twenty years Shark shield has been rigorously trialed, tested and proven to work by independent testing bodies and universities.

"The results showed that 9 out of 10 times the Shark shield was effective in deterring white sharks"

"There has been years and years of testing that has gone into the actual development of this technology. The testing has been ongoing, its not like we've reached a point and stopped, it continues to on go"

Shark shield is scientifically proven to turn sharks away without hurting them and is endorsed by marine conservation societies.

Cut to Natalie Banks.

SUPER: **Natalie Banks, Sea Shepherd Representative**

GRAPHIC: Sea Shepard logo

"Its something that Sea Shepard backs because it is a non lethal alternative"

Diving product being switched on, then slide away to Tom Carroll ripping up waves on his surfboard.

Shark Shield devices are designed for professional adventurers by professional adventurers

Tom Carroll talks to camera with footage of him surfing intercut with his PTC

SUPER:

Tom Carroll

2 x ASP World Surfing Champion

"I was offered the opportunity to come on board and help design a much lighter device that sits in with the fins which helps the surfer not have any drag what so ever off the bottom of the board. Its exciting to be a part of developing technology, especially designing a surfboard"

Quick chop montage of surfers, divers and Shark shield users in action

GRAPHICS: **Shark Shield** (logo) Update logos

Shark Shield is proven to turn sharks away, so get out there and enjoy your ocean adventure