



## ASX ANNOUNCEMENT

30 October 2016

### **Clever Buoy to be deployed in Central NSW in a collaborative research project with the NSW Government**

Shark Mitigation Systems Limited (**ASX: SM8**) is pleased to announce a collaborative research project with the NSW Department of Primary Industries and University of Technology Sydney. The project will involve Clever Buoy deployed near Hawks Nest at Port Stephens for a 4-week period to observe and independently verify white shark detections.

SM8 Managing Director, Craig Anderson, commented:

“This technology continues to prove itself across many applications, and we very much look forward to further independent validation confirming Clever Buoy’s capability in detecting white sharks.”  
“We expect this collaboration to accelerate the rollout of Clever Buoy deployments globally.”

The incidence of shark activity in recent years has had a significant effect on domestic and international tourism and its direct effect on local communities, where beach activity and water sports feature prominently. Our technology aims to reverse this trend, by restoring confidence and providing a reliable service to ocean users.

Please find attached the NSW Government Media Release in relation to the Hawks Nest project.

#### **About Clever Buoy**

Clever Buoy is a non-invasive, early warning shark detection system which detects shark activity and communicates this information to the appropriate authorities. Following a successful pre-commercial trial at Bondi Beach earlier this year, the system was formerly endorsed by the Australian Professional Ocean Lifeguard Association (APOLA) as “the only commercially available detection system capable of deployment in high surf zones to provide real time information for lifeguards.”

#### **About Shark Mitigation Systems**

*Shark Mitigation Systems is an Australian marine technology company using leading scientific research to protect the many millions of people who visit the beach every year. SMS has developed a visual deterrent technology as well as a shark detection device, both of which are non-invasive and cause no harm to sharks. The company intends to develop and commercialise these technologies, as*

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*well as establish a pipeline of further innovative marine technology. SMS was incorporated in 2012 and since its establishment has partnerships with a number of leading organisations such as Optus, Google, Arena and the University of Western Australia. The Company listed on the ASX in May 2016.*

[www.sharkmitigation.com](http://www.sharkmitigation.com)

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**Niall Blair**

Minister for Primary Industries  
Minister for Lands and Water

## MEDIA RELEASE

Saturday, 29 October 2016

**\*\* EMBARGOED UNTIL SUNDAY 30<sup>th</sup> October 2016 at 6am.**

### **CLEVER BUOY RESEARCH COLLABORATION TO IMPROVE SHARK DETECTION**

The NSW Government will conduct a collaborative research project with the 'Clever Buoy' shark detection technology, as part of the \$16 million Shark Management Strategy.

This research collaboration follows a successful eight week trial in Bondi earlier this year. The NSW Government is committed to improving sonar technology in order to find more ways to protect beachgoers.

Clever Buoy, developed by ASX Listed Australian company Shark Mitigation Systems (SM8), uses sonar and sophisticated software to detect the distinctive movement patterns made by sharks and transmit critical information to local beach authorities.

Minister for Primary Industries, Niall Blair, said the NSW Government will partner with the University of Technology Sydney to conduct a collaborative research project to assess the system's capability to detect white sharks in field conditions.

"The information gathered from this research collaboration will help us understand this advancing technology for shark species, and how we can use it to give NSW beachgoers the best available protection," Mr Blair said.

"We're trialling sonar, as well as other new technologies including smart drumlines, drones and listening stations, as we look to new and innovative ways to better protect swimmers.

"The way Clever Buoys are integrated into the NSW Shark Management Strategy will depend in part on the nature of the beach and conditions in each locality."

The research project will position a Clever Buoy about 1km offshore near Hawks Nest at Port Stephens to assess its capability to detect white sharks in field conditions.

A series of underwater stereo video cameras will record for up to five hours each day over a period of four weeks. The collected images of the white sharks will then be compared to the data received from the Clever Buoy to visually verify shark detections.

The Clever Buoy has a VR2 receiver fitted and records information about any sharks nearby which have been previously tagged as part of the Shark Management Strategy.

**MEDIA: Lucy Brennan | Minister Blair| 0427 083 646**

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