



McMurdo SmartFind Plus GPS EPIRB Wins NMMA Innovation Award

The McMurdo SmartFind Plus GPS EPIRB has been awarded the coveted NMMA (National Marine Manufacturers Association) 2007 Innovation Achievement Award. The award was presented at the annual NMMA MAATS (Marine Aftermarket Accessories Trade Show) in Las Vegas on July 20, 2007.

A panel of seven judges from the BWI (Boating Writers international) recognized the McMurdo SmartFind Plus GPS EPIRB as being substantially different and distinctive from other products being manufactured. In addition, it provides benefits to the marine industry or boating consumer. A total of 50 new products were entered

The McMurdo SmartFind Plus GPS EPIRB is imported from the U.K. exclusively by Revere Survival Products of Jacksonville, Florida.

"Part of what distinguishes this EPIRB from all others", according to Andrew Kaufmann, President of Revere, is the all-digital circuitry which allows the use of a non-HAZMAT battery. In addition, the EPIRB is much smaller and about 3 times lighter (1.5 lbs) than any other EPIRB available and is the *only* non-HAZMAT EPIRB available." The non-HAZMAT battery allows for safe and legal air and ground transport and handling of the McMurdo SmartFind Plus GPS EPIRB.

According to Kaufmann, the McMurdo SmartFind Plus GPS EPIRB also uses an LED (Light Emitting Diode) versus a gas-bulb for its strobe light. "LEDs burn far less electricity while providing the same required brightness as old technology gas-bulbs. LEDs don't break and they don't burn out", stated Mr. Kaufmann, "thus providing a much higher level of safety performance than any other EPIRB."

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