



Ultra-portable tankless diving systems

## Press Kit



### Overview

BLU3 is an innovative company that designs and manufactures tankless diving systems, with a mission to dive with a purpose by collecting valuable data to help protect our waters for generations to come. Nemo is the first of 3 models that reach different depths – Nemo, Nomad, and Neptune.

**Vision:**

An abundantly blue planet populated by ocean-loving divers who help keep it that way.

**Mission:**

Dive with a purpose and collect valuable data to help protect the waters we love for generations to come.

**Tagline:** *Go Beyond The Surface*

## Social Media:

### Follow our bubbles on:

Facebook: [www.facebook.com/diveblu3](http://www.facebook.com/diveblu3)

Instagram: [www.instagram.com/diveblu3](http://www.instagram.com/diveblu3) | [@diveblu3](https://www.instagram.com/diveblu3)

Twitter: <http://twitter.com/diveblu3> | [@diveblu3](https://twitter.com/diveblu3)

## Helpful Links:

Nemo page: [diveblu3.com/nemo](http://diveblu3.com/nemo)

Nemo Online Dive Training Course: [diveblu3.teachable.com](http://diveblu3.teachable.com)

BLU3 Brand Book: [BLU3 Brand Book](#)

## Media:

Our hi-resolution photo and video galleries live on [Google Drive](#).

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## About Nemo

Nemo is an incredibly compact Surface-Supplied Air (SSA) dive system that supports **one diver** to **ten feet** – the perfect way for snorkelers to take their adventures beyond the surface.

### Who is Nemo for?

Whether you're an ocean explorer, poolside parent, treasure hunter, underwater photographer, self-sufficient boat owner, or in search of the latest yacht toy – Nemo is for you.

### How does it work?

Inside Nemo's buoyant foam and tube is a custom battery-powered air compressor. The compressor pumps air to the diver through the 10 foot hose and out through Nemo's patent-pending Smart Reg™, all powered by a single battery. The Smart Reg™ saves battery life by monitoring breathing patterns to let the compressor know exactly when it needs to send air, which means Nemo doesn't just push air to you, but rather breathes with you.

### Specs:

1 Diver | 10 feet | **Run time:** 60-90+ minutes | **Size:** 11" x 7.5" x 8" | **Weight:** ~10 lb.

## BLU3 TEAM:



### **Blake Carmichael, Co-Founder/CEO**

Blake has spent the entirety of his life immersed in the ocean. He graduated from Florida Atlantic University with a degree in Electrical Engineering, with the intention to innovate for the betterment of the planet. His ingenuity, work ethic and deep regard for the ocean and environment is the driving force of BLU3's mission. It is this mentality that will ensure BLU3 products enter the market at their optimal state in order to meet, and exceed, expectations.

**Quote: "I hope Nemo will provide a stress-free experience for people who wish to submerge themselves underwater for the first time and inspire them to become stewards of the sea."**



### **John Colborn, Inventor, Systems/Manufacturing Engineer**

John is a lifetime lover of water who was first scuba certified twelve years ago. Despite his love of scuba, John sought an easier way to enjoy the underwater world at depths where scuba diving remains impractical. John's enthusiasm and profound professional background fueled the founding of Setaysha Technical Solutions, a company dedicated to making breathing underwater easier, more comfortable and accessible – a mission that perfectly integrates with ours here at BLU3. He is excited to now apply his twenty years of combined experience in manufacturing engineering and product development to bring forward BLU3 products that serve new and existing market spaces.

**Quote: "This summer, I witnessed my son and daughter fall in love with the underwater world while diving the latest Nemos in South Florida. I'm very proud of the latest design and hope these unique little systems provide families across the world with a similar experience."**



### **Robert Carmichael, CEO of Brownie's Marine Group**

Robert is a distinguished diver, explorer and inventor with an incredible talent for building businesses and getting innovative products to market. He is the founder and CEO of BMG – a successful family of brands all with a unique focus on the diving industry. His humble beginnings as a garage mechanic for the original Brownie's Third Lung to the head of various companies, including the very same brand in which he began, is a testament to his commitment, work ethic, innovation and passion. BLU3 is the newest member of the Brownie's Marine Group family of brands. **Quote: I've been dedicated to diving since 1978 – from hookah systems to rebreathers to submarines, I've done it all. But, the ease**

of entering the weightless realm with a tiny football-sized system like Nemo is simply awe-inspiring.



**Robbie Kipp, Ocean Engineer**

Robbie is a bright engineer with a proficiency in modeling and design. His adept mind and determination earned him an internship with the Naval Surface Warfare Center, working alongside BLU3 founder, Blake Carmichael. Shortly after graduating from Florida Atlantic University with a degree in Ocean Engineering, Robbie joined the BLU3 team full-time and has been a valuable asset in all things BLU3. He is both a certified scuba diver and pilot. Robbie's intrepid nature, diligence and drive provide the BLU3 team with the ability to transcend obstacles quickly and efficiently. **Quote: "Nemo is our company's first product, it has to be perfect."**