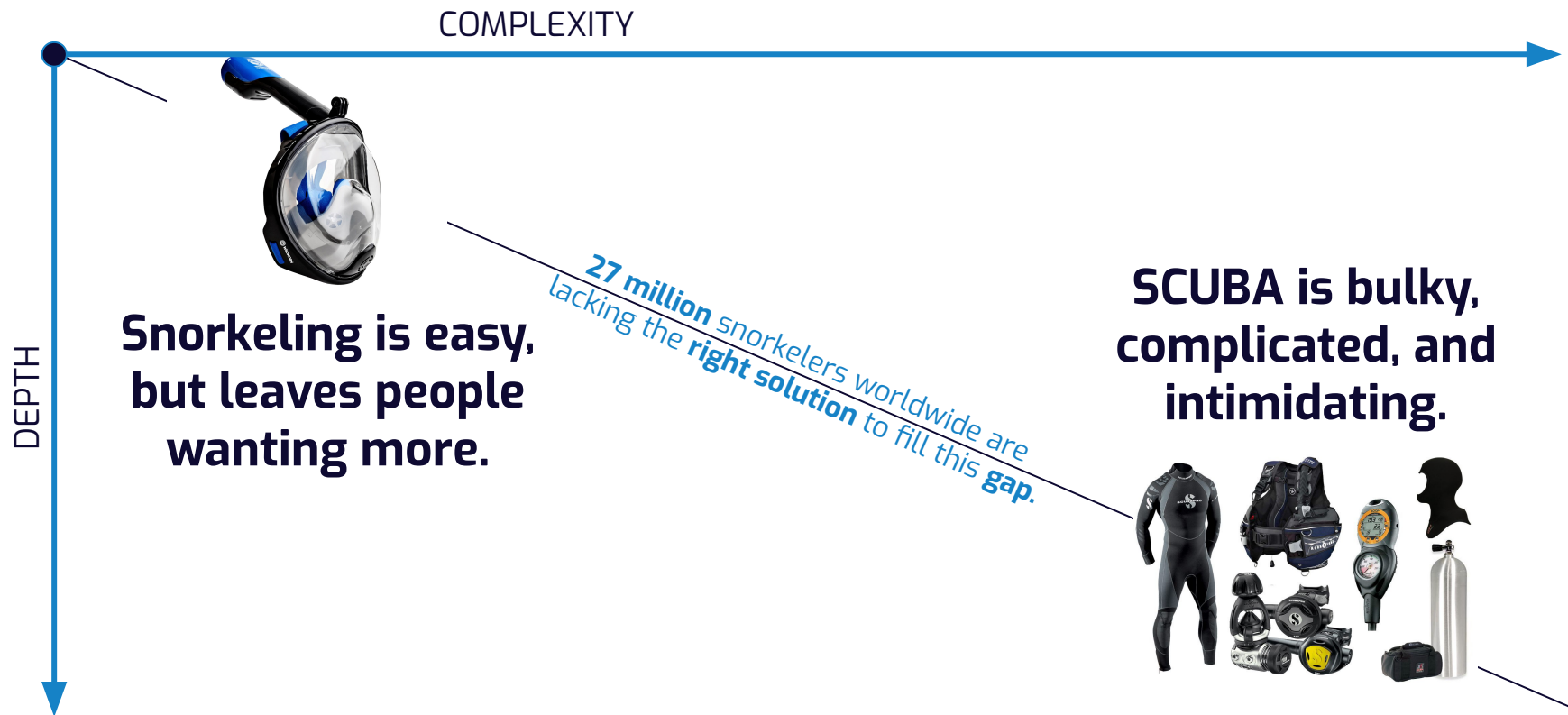




Just Breathe™



The Big Problem



The BLU3 Solution



BLU3 products are:

- Bridging the gap between snorkeling and scuba diving.
- Perfect for both non divers and ex-scuba divers.
- Portable and easy to use.
- Lithium ion battery-powered.
- Airplane travel friendly.



The simplicity of snorkeling...

...meets the thrill of scuba diving!

2 PRODUCTS, 1 DNA:

USER FRIENDLINESS

NEMO



NOMAD

NEW
PRODUCT



MAX DEPTH (FT)

10

30

RUN TIME (AVG)

60-90

45-60

WEIGHT (LB)

10

15

MSRP (USD)

\$999

\$1999

PERFECT FOR:

FIRST TIMERS
TREASURE HUNTERS

THRILL SEEKERS
EXPERIENCED DIVERS




Company Info:

- Sister company with over 50 years of experience in the industry. (browniedive.com)
- BLU3 founded in 2017 as subsidiary of Brownie's Marine Group. ([BWMG](#))
- Design and assembly at HQ in Pompano Beach, Florida, USA.
- Patent-pending Smart RegTM technology is differentiator.
- Shipped first product (Nemo) in 2019.
- Newest product (Nomad) production began October 2021.
- Customers in over 60 countries.

Key Points When Explaining Nemo/Nomad:

- They float on the surface.
- Diver breathes from the end of the hose, and the air is supplied by a battery-powered air pump.
- Main benefits include weight, size (portability) and the ease of use compared to scuba.
- Nemo and Nomad are airplane travel-friendly. Backpack is carry-on sized and lithium batteries have a small enough rating for carry-on. (72, 144 Wh respectively)
- Low center of gravity keeps both Nemo and Nomad stable in the water.
- Spare batteries can be easily swapped in for more dive time.



A split-level photograph showing a diver underwater and a surface pump device. The diver, wearing a black wetsuit and fins, is positioned in the lower half of the frame, swimming over a sandy bottom. A long, thin tube connects the diver to a yellow inflatable pump device floating on the water's surface. The pump device has a red flag with a white diagonal stripe. The background shows a dense line of green trees under a bright sky. The water is clear, and the scene is well-lit.

Example Description (Nemo):

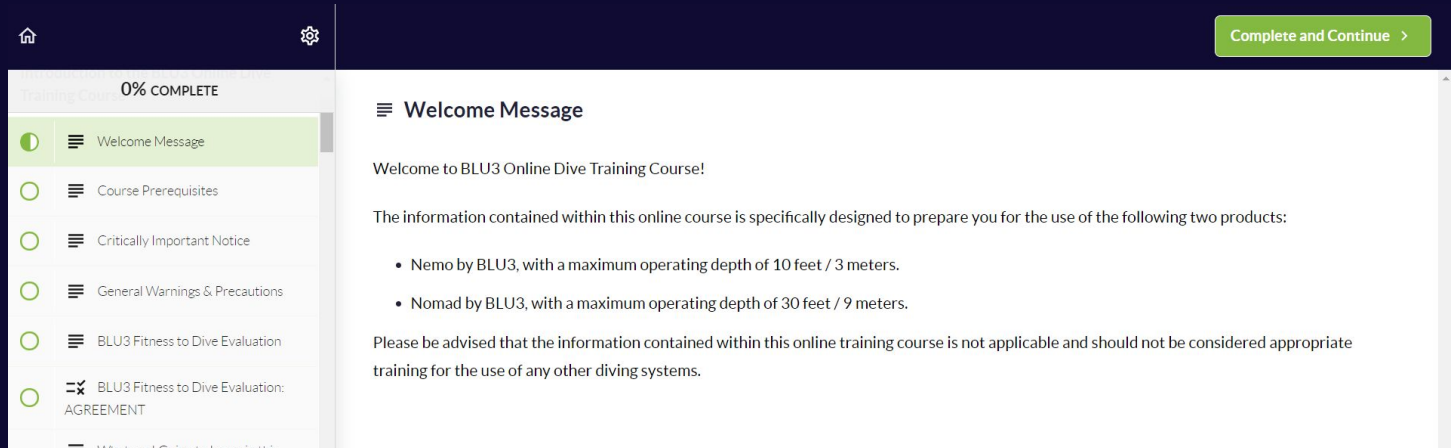
"Nemo floats on the surface and pumps air to the diver below the surface. It's powered by a lithium ion battery with a run time of about 60-90 minutes and a maximum depth rating of 10 feet. The entire system only weighs about 10 lb and fits into a backpack which is small enough for carry-on luggage. Batteries can be easily swapped out, and recharged when you are done diving."

Tools to be a good salesperson of BLU3 Products:

- Dive the products to get real-world experience!
- Watch this [fun review video](#) of Nomad by Joe Oceanside on YouTube.
- Read the [manuals](#) for each product.
- Take the [training course](#) (it's one combined course for both products.)
 - a. Watch the [training videos](#) periodically to refresh your knowledge.
- Set up Nemo and Nomad to get familiar. [Nemo setup video](#) | [Nomad setup video](#)
- Learn about accessories and other related products, e.g.:
 - a. [Spare Air](#) - redundant air source / miniature scuba tank in case of emergency.
 - Watch our tutorial video on [Redundant Air Source](#) - *Contact us to become a dealer!*
 - b. Weight Belts - necessary for achieving neutral buoyancy underwater.
 - Bright Weights [belt](#) and [slug weights](#) - *Contact us to become a dealer! (US only)*
- Inform users of their requirements and complete the Waiver before the transaction.
(more info on upcoming slides)

Training and Liability:

- Comprehensive training course is accessible to anyone, even prior to purchase.
- Product warnings notify the user of their responsibilities prior to diving:
 1. Read Owner's - Users Manual (diveblu3.com/manuals)
 2. Complete BLU3 Online Dive Training Course (diveblu3.teachable.com)
 3. Read BLU3 Assumption of Risk, Waiver, Liability Release and Hold Harmless Agreement (diveblu3.com/waivers)



Waiver Responsibility of the Reseller:

- BLU3 Waiver Dealer Policy
Summary of Section 4.e. of the BLU3 Dealer Agreement
 - a. Use electronic device for customer to execute BLU3 Waiver from diveblu3.com/waivers
 - Complete this step before the payment is processed
 - Fill in serial number if possible
 - b. If electronic device is not available: use hardcopy and provide copies to BLU3 within 10 business days of purchase
 - c. In the event that Dealer fails to have the BLU3 Waiver completed by a customer during the transaction, Dealer shall contact the customer as soon as reasonably possible. Dealer shall, with info@diveblu3.com in carbon copy, email the customer the following link to the BLU3 Waiver form: diveblu3.com/waivers

Effective Display Tips & Tricks:

- Use a mannequin to display the harness attachment to the diver
- Show the Backpack next to the unit to show how compact it is
- Include a pop-up banner, video, and/or other visuals to effectively communicate that the product floats on the surface while the diver breathes underwater



Helpful Links

- Dealer Application: diveblu3.com/dealer
- Dealer Materials: diveblu3.com/dealer-materials | [Media Kit](#)
- Frequently Asked Questions: diveblu3.com/faq



Contact us: sales@diveblu3.com



@diveblu3