

The Poseidon system, a computer-aided drowning detection system, helps lifeguard rescue drowning casualty in Brussels swimming pool, Belgium

Brussels Laeken, March 29, 2007 – For the first time in Belgium, Poseidon, a computer-aided drowning detection system developed by MG International, helped lifeguards detect and rescue a drowning victim in the Brussels Laeken public swimming pool.

The accident happened Wednesday, March 29th at 12:35 pm, when a young 22 year-old man, after a few laps in the pool, felt in trouble and sank to the bottom, at the shallow end of the pool (a 25x23 meter pool, with depth ranging from 0.5 to 3.5 meters).

The lifeguard, who was on duty about 20 meters away from the drowning, was alerted by Poseidon at 12 :35 pm and immediately dived to rescue the victim and pull him out of the water. The young man was resuscitated and taken to the hospital where he recovered.

The City of Brussels decided to install Poseidon in the Neder-Over-Heembeek, Marolles and Laeken public swimming pools following the drowning and death of a young boy, Nicolas, in April 2000. The city invested Euros 650,000 in 2003 to equip 6 pools with Poseidon and spends Euros 67,500 each year for full maintenance service.

The Poseidon system is a computer-aided system dedicated to lifeguards : it send them alerts on a real-time basis and give them the exact coordinates and location of the victim in the pool.

Several accidents occurred in Belgium for the last past years in public pools, in Liege, Vilvoorde and Zaventem. In neighbouring France, the Health Department specialized in domestic hazards records every year several dozens drowning in public lifeguarded pools.

The key in this type of incident is to minimize the immersion time for the swimmers, in order to avoid brain damages or fatal consequences.

Since it was first installed in 2000, Poseidon helped lifeguards save 7 lives in France, Germany, UK, Netherlands and now Belgium. The first rescue occurred in 2000 in Ancenis, a small town of Western France, where a young 18 year-old man was saved. In March 2004 in Germany and March 2006 in France, Poseidon helped a German man and a French woman being rescued after suffering from heart attacks in the pool. In 2005, a 10 year-old girl was saved while drowning at the deep end of a pool in Bangor, Wales (UK). Finally in August 2006, a 13 year old English boy on vacation in a soccer training summer camp was rescued in the Gulpen swimming pool in Netherlands.

The following pictures, recorded by the Poseidon system in real time and shown below, revaeal the details of the dramatic incident as it unfolded.

Image 1 : 12 :34 :52 swimmer begin to be in difficulty

Image 2 : 12 :35 :12 swimmer immobilized on the pool bottom – drowning confirmed

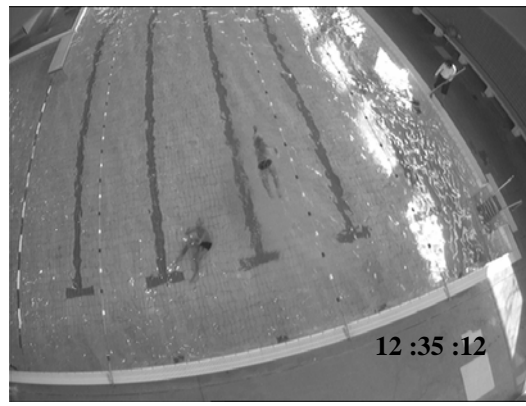
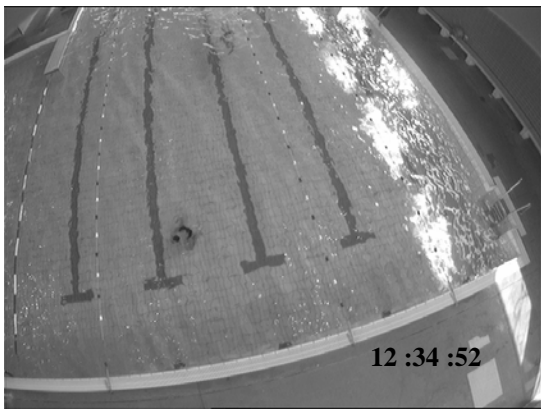


Image 3 : 12 :35 :32 Poseidon triggers an alarm and gives the position of the casualty to the lifeguard

Image 4 : 12 :36 :13 lifeguard dives in to save the swimmer

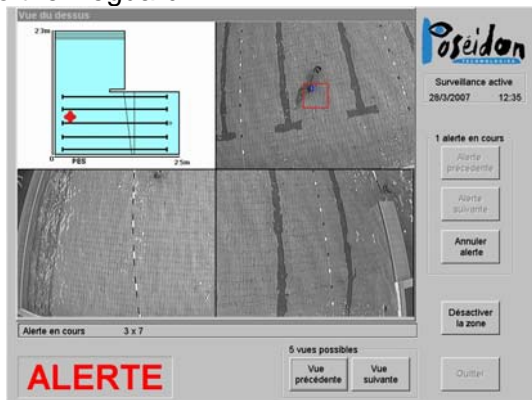


Image 5 : 12 :36 :17 lifeguard rescues swimmer and takes him out of the water

Image 6 : 12 :36 :42 swimmer is resuscitated and taken to hospital



About MG International

Located in La Ciotat (near Marseilles, Southern France), MG International is specialized in immersion detectors for private swimming pools since 2002. Its experience and know-how, reinforced by the acquisition of Poseidon in 2006, make MG International the undisputed worldwide leader in private and public swimming pools safety.

In June 2005, the introduction of MG International on the Euronext Alternext Stock Exchange has been a real success among investors and the general public. This introduction was the result of an exceptional growth and management performance . It allowed MG International to proceed with R&D investments, speed up business development strategy, set-up new business structures abroad and consolidate its business network in France.

With Poseidon, the most advanced computer vision system for pool safety, MG International addresses European and international customers with a wide and diversified range of products and solutions in the aquatics industry.

Euronext code ISN : FR001204453 – MNEMO:ALMGI

About Poséidon

Poseidon integrates state-of-the-art technologies in computer vision and aquatic image processing and is the result of a close cooperation between its highly qualified R&D engineers and some of the leading French research laboratories (Ecole Normale Supérieure, CNRS, INRIA). The Poseidon system is based on a network of overhead or underwater cameras connected to a computer equipped with the Poseidon software. It analyzes the trajectories of the swimmers and sends an alert to lifeguards when a swimmer is in trouble. **Poseidon, the Lifeguard's third eye is** an intelligent technical solution that helps lifeguards save precious seconds. The System has already helped to rescue 7 drowning victims.

The Poseidon unique technology is now installed in 120 public pools in Europe (France, UK, Netherlands, Belgium, Norway, Luxembourg, Germany), in the US and in Japan, is now becoming a standard of care for public pool safety.

Two projects of European regulation and standards for public swimming pools (Cen/TC 136 / WG 8), currently being discussed, are referring to this type of tool for drowning prevention.

Contacts

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Press Conference with Mr Bertin Mampaka, Deputy Mayor for Sports – City of Brussels, Friday March 30, 2007 at 11:00 am, Laeken swimming pool, rue du champ de l'église 73 à 89, B-1020 Bruxelles tel 0032 (0)24 25 57 12