



## For Immediate Release

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## **SARASOTA YMCA INSTALLS POSEIDON SYSTEM TO HELP LIFEGUARDS SAVE LIVES**

*Governor Bush Declares “Sarasota Family YMCA Safe Swimming Day” As Sarasota Facility  
Becomes First Y in Nation, First in Florida, to Adopt Drowning Detection Technology*

**Atlanta, GA. — August 2, 2002**—Poseidon Technologies, Inc., developers of the world’s first computer aided drowning detection system, today announced the installation of the Poseidon™ system at the Sarasota Family YMCA in Sarasota, Florida. Poseidon serves as a lifeguard’s “third eye” to help prevent drowning tragedies in public swimming pools. The Sarasota YMCA has installed Poseidon in its Selby indoor pools to help protect more than 22,000 members that use its facilities. These are the first installations of Poseidon in Florida and the first at a YMCA in the United States.

In his proclamation today, Governor Jeb Bush declared that Friday, August 2, 2002, shall be observed as “Sarasota YMCA Safe Swimming Day.” The governor noted that the “Sarasota Family YMCA strives to raise the standard in aquatic safety in Florida through the use of technology such as the Poseidon system.”

According to the Centers for Disease Control, six people drown in U.S. swimming pools each day. Many of these accidents occur in pools that are monitored by certified lifeguards. Tragically, for each person who drowns, four are permanently impaired from near-drownings. Lifeguards, charged with safeguarding the lives of swimmers, have an exceptionally challenging job. Chaotic environmental factors such as crowds, frenzied activity, noise and surface glare all complicate the nearly impossible task of monitoring all swimmers all the time. In the event of a drowning, medical and water safety experts agree that lifeguards must reach a victim within 30 seconds. However, studies show that lifeguards are seldom able to meet this requirement.

“We’ve been lucky. In 27 years, we’ve never had a drowning,” said the Sarasota Family YMCA’s President and CEO Carl Weinrich. “But we decided we wanted an added level of security in our pools to safeguard against danger. When we heard about the Poseidon system, we knew we had to have it.”

Weinrich said he views the Poseidon system as a significant source of help for his lifeguards. “I know the nature of lifeguarding, and it’s a tough job. This system isn’t a replacement for them. In fact, our guards are excited about using it. They feel it’s a tool to help them be more effective in the event of a potential drowning.”

Poseidon is a sophisticated system of underwater and overhead cameras powered by the most significant advance in computer vision technology in two decades. Poseidon can provide constant and consistent surveillance of what is happening in the pool. The system helps lifeguards monitor swimmers and recognizes abnormal activity, alerting lifeguards to swimmers in trouble. A supervision workstation and pagers issue an alarm and identify the exact location of the victim detected by the system in the pool. Poseidon has been in service in several European and U.S. pools since 2000, and helped French lifeguards save the life of a teenager who experienced a drowning event during a routine lap swim.

The Redwoods Group, a leading insurance company for YMCAs nationwide, praised the Sarasota YMCA for raising the level of safety in its pools. “The Poseidon system simply helps good guards be even better and more effective,” said President and CEO Kevin Trapani. “Our clients are already focused on safety issues, but the Sarasota YMCA shows them that they’ll be even better equipped with Poseidon.”

“The Sarasota YMCA has long played a leading role in the well being of the Sarasota community,” said Joshua Brener, vice president of North American Aquatic Safety for Poseidon Technologies. “We’re pleased today to see that role extended to aquatics at a national level.”

### **About Poseidon and Poseidon Technologies, Inc.**

Poseidon™ is the world's first computer-aided drowning detection system—designed to work alongside human lifeguards. Already installed in pools in Europe and North America, Poseidon is a computer vision surveillance system that recognizes texture, volume and movement within a pool. Comprised of an advanced camera network that surveys the pool and a specialized software system that analyzes, in real-time, the trajectories of swimmers, the system can alert lifeguards in the first seconds of a potential accident. Poseidon is marketed and sold in the United States by Poseidon Technologies, Inc., a business unit of Vision IQ. For more information visit [www.poseidon-tech.com](http://www.poseidon-tech.com).

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