

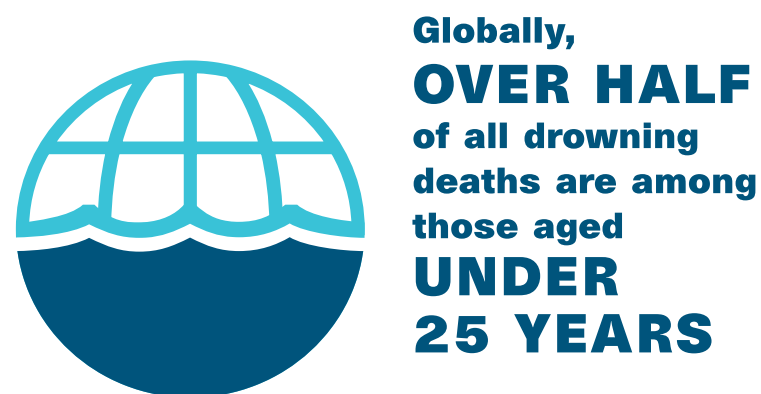
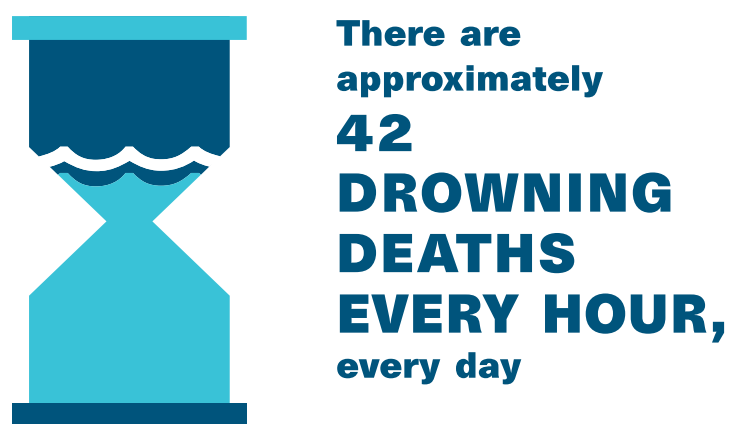
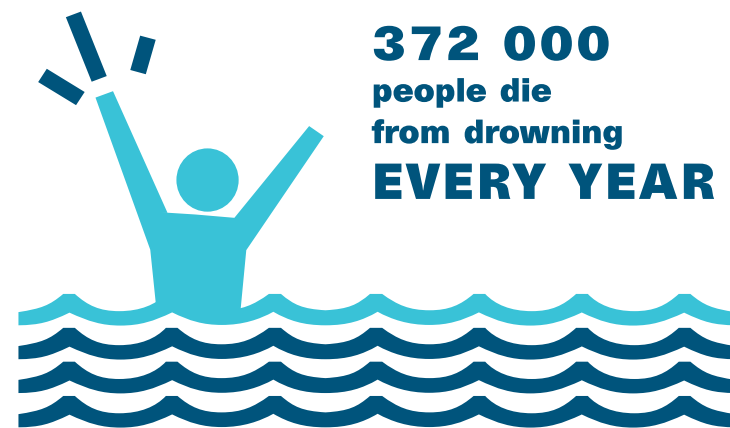
# U SAFE

WHEN LIVES DEPEND ON IT



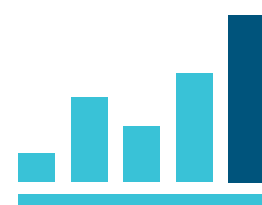
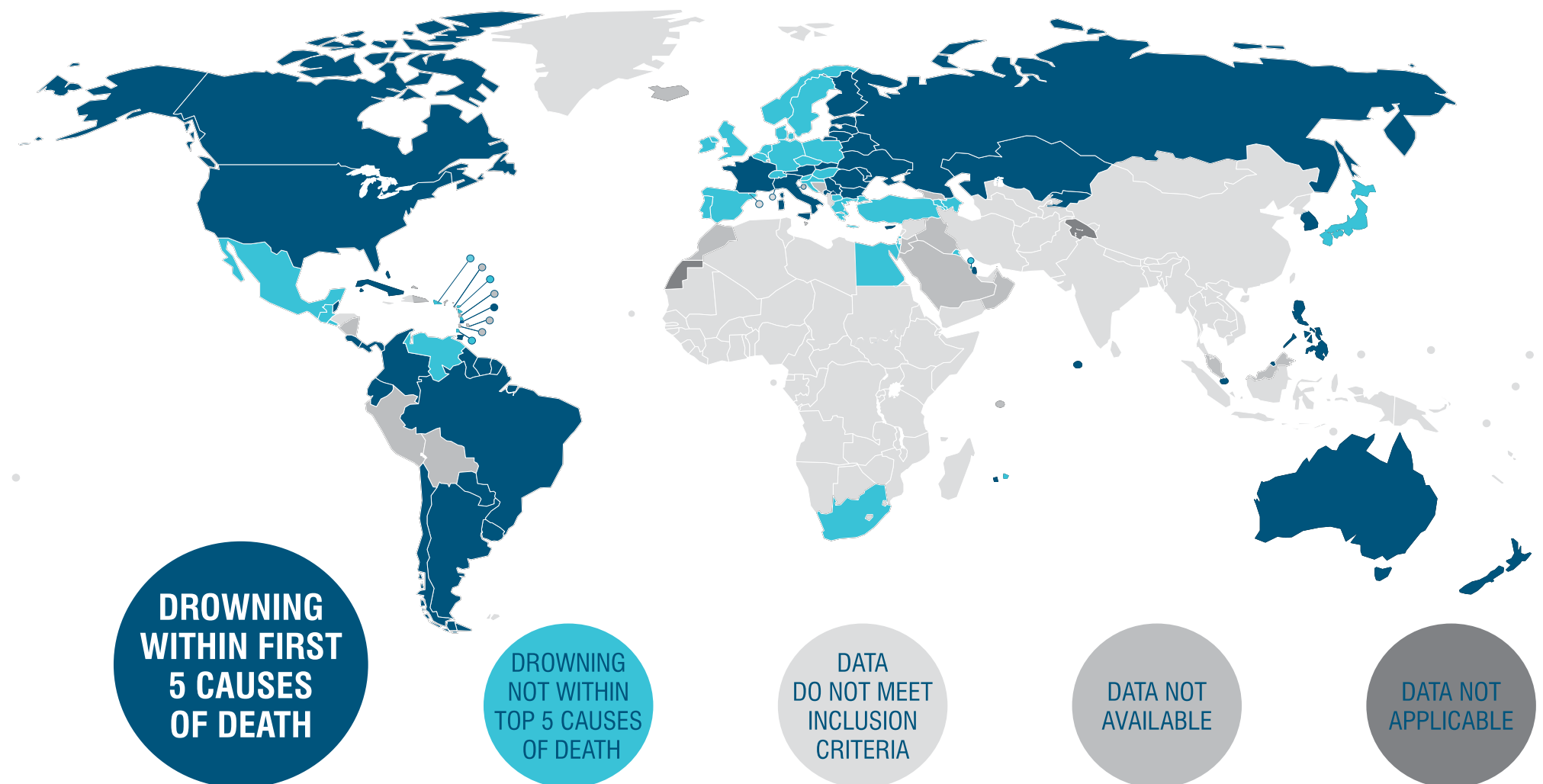
# THE CHALLENGE

## STATISTICS



<sup>6</sup> Ahlm K, Saveman B, Björnstig U. Drowning deaths in Sweden with emphasis on the presence of alcohol and drugs - a retrospective study, 1992-2009. BMC Public Health. 2013;Mar 11;13:216.

## DROWNING AS A LEADING CAUSE OF DEATH AMONG 1-14 YEAR OLDS, SELECTED COUNTRIES



Analysis of mortality data submitted to WHO shows **drowning is one of the top five causes of death for people aged 1-14 years for 48 of the 85 countries** where data meet inclusion criteria.<sup>7</sup>

<sup>7</sup> Mortality data for countries were considered if they met the following criteria: estimated coverage of national deaths of 70% or more; ill-defined causes of death less than 20%; 10 or more deaths in the 1-14 year old age group; and data available from 2007 or later.



# THE SOLUTION

WATER RESCUE



71 COUNTRIES



*Made in Portugal*



# EVOLUTION

HISTORY OF LIFESAVING

300 YEARS



18th CENTURY



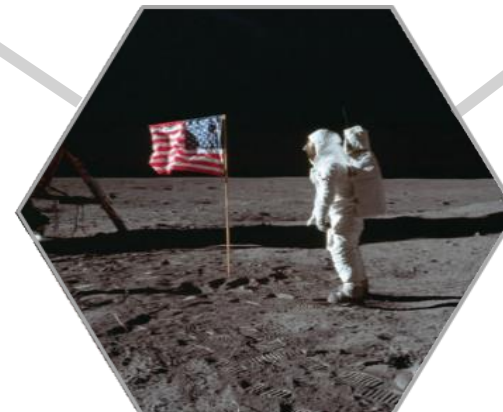
STEAM ENGINE



HUMAN FLIGHT



ELECTRICITY



MOON LANDING

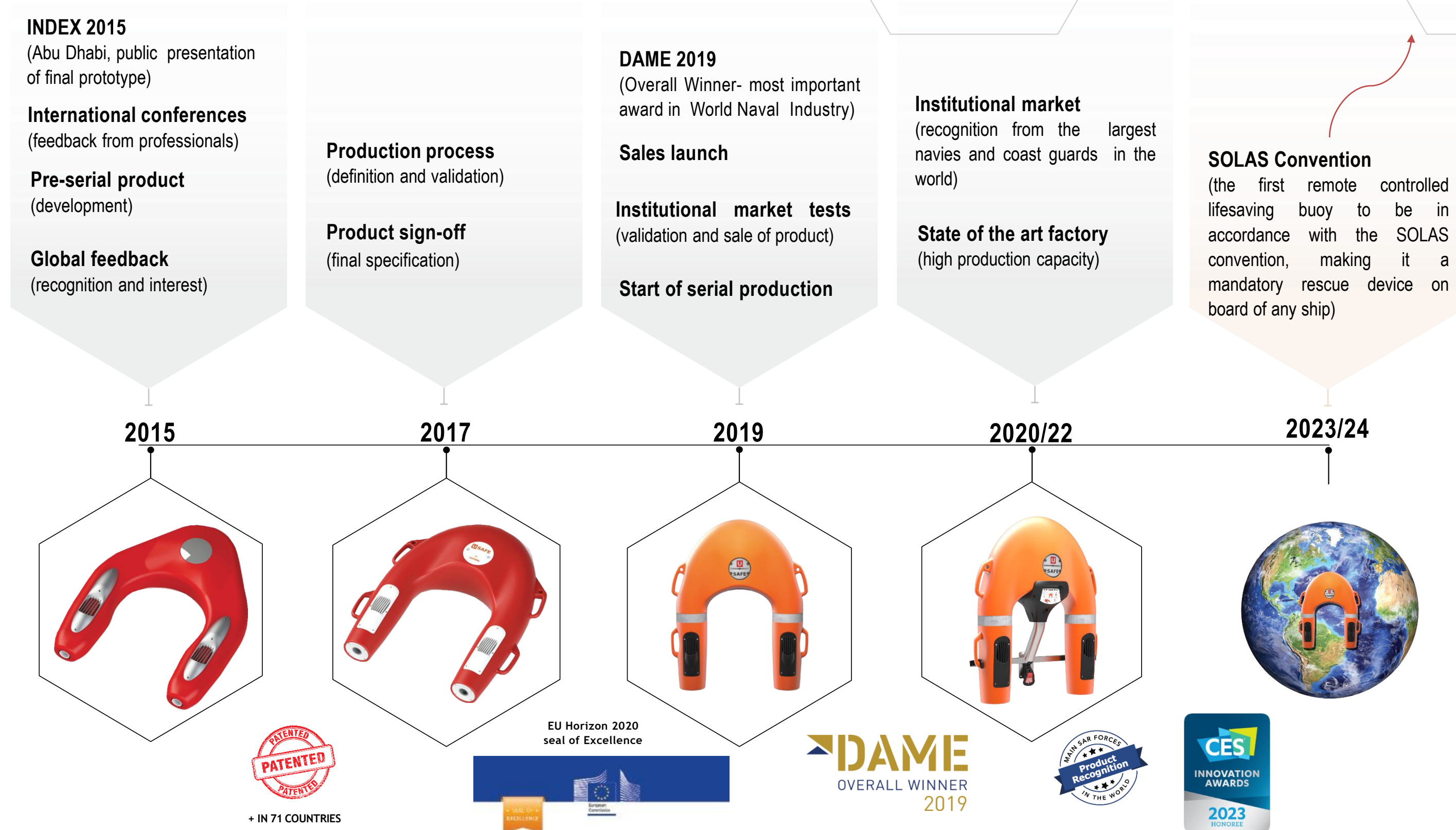


INTERNET



FIRST REMOTE-CONTROLLED RESCUE DRONE

# PRODUCT TIMELINE





# CHARACTERISTICS

## ● WORKS IN TOUGH CONDITIONS

- ↳ Rough Seas And Strong Currents.
- ↳ Flip & Move System  
Patented Two Sided System™: Keeps Going Even If Flipped.

## ● USER FRIENDLY

- ↳ Easy To Use  
Anyone Can Use It , Without Previous Training.

## ● FAST

- ↳ Always Ready To Go  
Self Activates Instantly When Deployed.

## ● SAFE

- ↳ Secure to Use  
Prevents Both The Rescuer And The Vessel From Being In Danger.

## ● WIRELESS CHARGING SYSTEM

- ↳ Charge Both Remote And Buoy  
Avoids electrical connections.

## ● SUSTAINABLE VEHICLE

- ↳ Electrical Device



# EASY



# FAST



# SAFE



# SPECIFICATIONS

- **RANGE** – Line of sight  
@Sea level – 500 m / 1640 ft  
@10 mts above sea level > 800mts\*/ 2624 ft
- **MAX SPEED** – 15 km/h / 9.4 mph  
8.1 knots
- **BATTERY AUTONOMY** – 5.9 km / 3.2 nautical miles
- **HIGH POWER BATTERY** - 580W
- **DIMENSIONS** - 960 x 780 x 255 mm  
37.8" x 30.7" x 10.04"
- **WEIGHT** – 13.70 kg  
30.14lbs
- **CONNECTION** – Bluetooth  
Wi-Fi
- **MOTOR TYPE** – Brushless



# PRODUCT

## SMART TECHNOLOGY



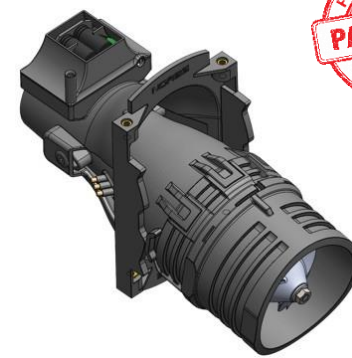
### INDUCTION CHARGING STAND

- Advanced Quick Release System
- Smart Fix
- Stainless Steel Frame
- Induction Charging



### HIGH RANGE REMOTE CONTROL

- > 800mts\*/ 874 yards range
- Rubberised coating
- Left or right hand
- Military grade in house componentry



### PROPULSION SYSTEM

- Proprietary Two Sided System™
- High Rated Performance



### WIRELESS CHARGING SYSTEM

- Dual charging of remote and U SAFE
- Choice of handheld module or stand
- Induction charging

**All components are designed, engineered and manufactured by Noras Group.**



### MAIN BOARD

- Fully waterproof
- Electronics housing
- Resin sealed, impact resistant



### BATTERY

- Cylindrical lithium-ion cells
- In house manufacture battery pack
- IBP System – Intelligent Battery Protection



### MY U SAFE APP

- Access to device settings, tracking, and My U Safe Noras platform
- Distributor support, orders, claims, documents





# TARGET SECTORS





# TESTIMONIALS



"It's really fast, very easy to control, and I can position it perfectly."

**Howard Dickinson**  
(Professional Lifeguard)



"Dispatched within seconds and quickly reaches the man overboard without risking the lives of other crew members."

**Vice-Admiral Joe Philips**  
(Former Navy Commander)



"It's powerful, tough and ready for any mission."

**John Hancock**  
(pilot, 447 rescue unit)

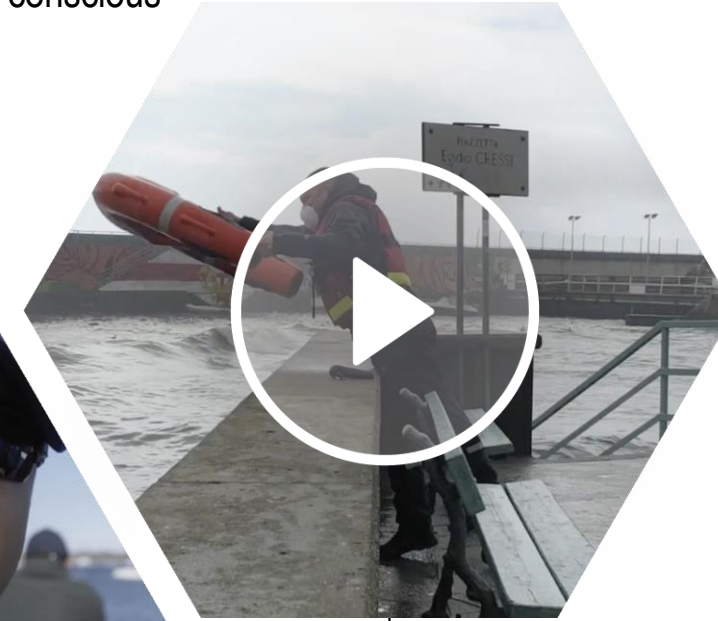


"U SAFE is useful to not only rescue people but also to carry other loads across the water - for example, oil spill absorbents"

**Oil Refinery**

"Great in getting into areas where we can't get vessels and small boats to recover conscious people."

**Lt. Hager**  
(US Coast Guard)



"It can be thrown from anywhere. It is robust and resistant, ready to face any sea condition."

**Massimo Kothmeir**  
Commander (Italian Coast Guard) Head of 2nd Section



# PRODUCT RECOGNITION

CERTIFICATION AND PROUD AWARD WINNERS



*"Congratulations on this accomplishment!*

*This product showcased innovative design and engineering features that scored highly across the evaluation criteria and joins an elite group (...) given this honor."*

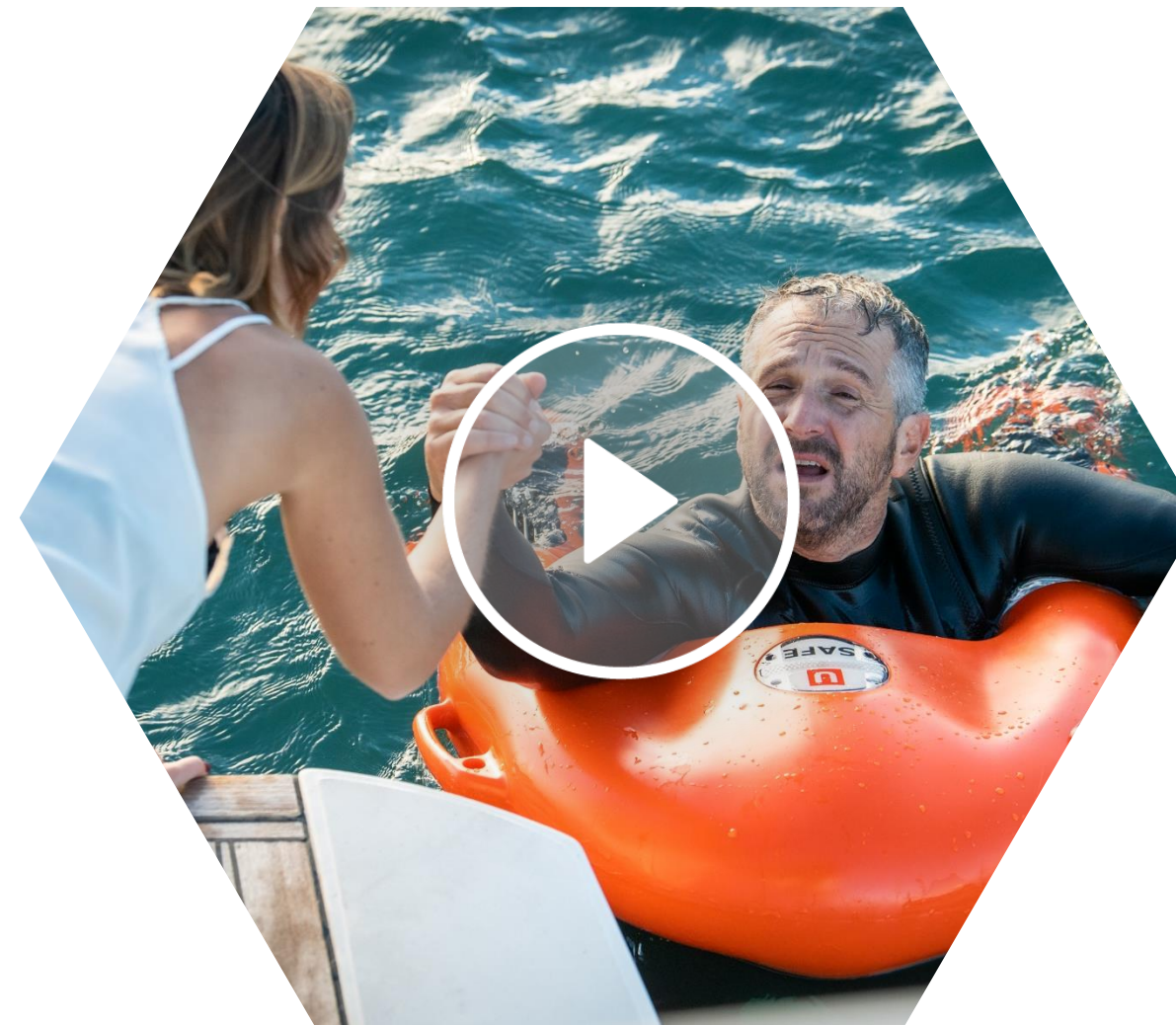
*CES Innovation Awards Jury*



*"A perfect example of how accepted norms in the products we use can be improved by great design effort."*

*The Dame Jury*

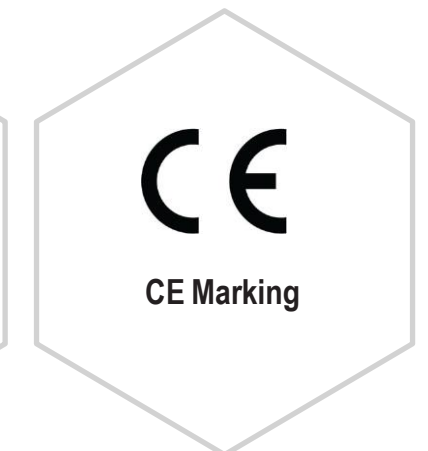
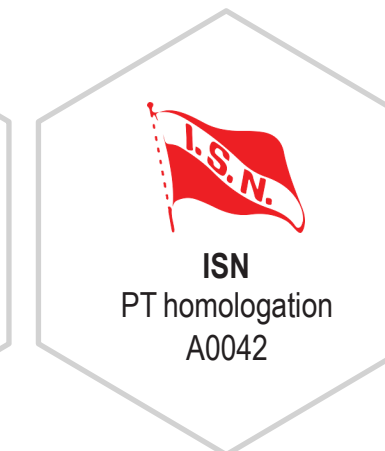
## U SAFE IN ACTION



U SAFE MEMBER OF



INTERNATIONAL  
MARITIME RESCUE  
FEDERATION



## EXTENSIVELY TESTED BY MARITIME AND SAR FORCES



Belgium



Canada



France



Germany



India



Indonesia



Italy



Norway



Portugal



Sweden



Taiwan



USA

# U SAFE APPROVED & USED BY

## MILITARY & DEFENSE



## OTHERS



# U SAFE

WHEN LIVES DEPEND ON IT

U SAFE IN DIFFERENT INDUSTRIES & APPLICATIONS



# COAST GUARD

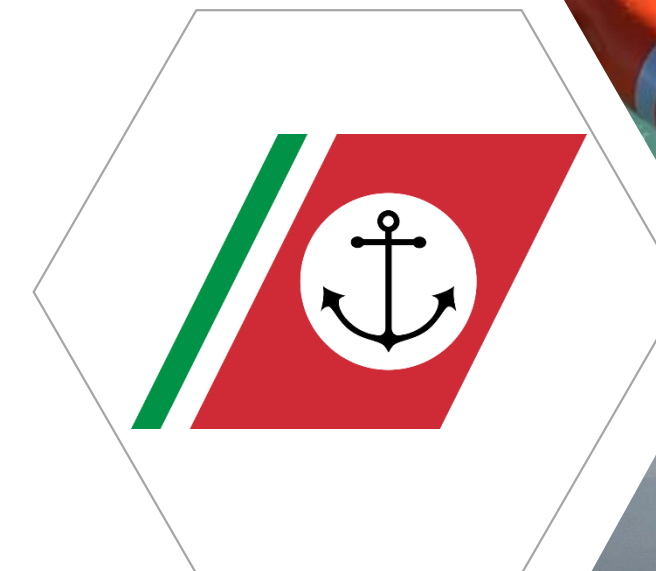
Location: Italy

Company Name: Italian Coast Guard (ITCG)

Placement: On the deck

Main Usage: To rescue conscious and unconscious persons

*“It can be thrown from anywhere. It is robust and resistant, ready to face any sea conditions.”*



# COAST GUARD

Country: France

Company Name: Direction Nationale Garde-Côtes de Douanes

Placement: On the ship

Main Usage: To rescue conscious and unconscious persons

*“We feel that U SAFE brings an extremely valued safety element to our missions. We really think it can make a difference in a rescuing situation.”*



# COAST GUARD

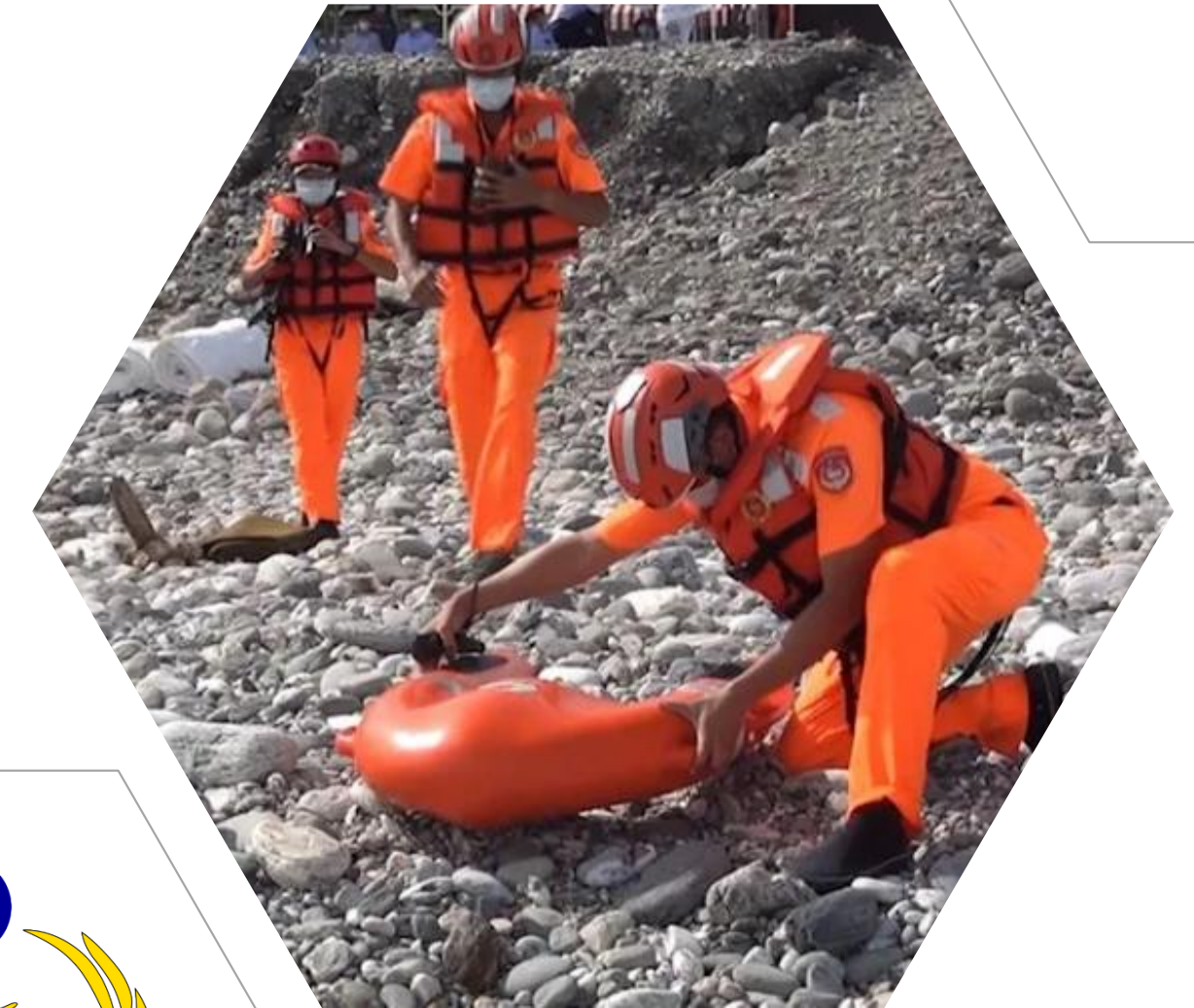
Location: Taiwan

Company Name: Coast Guard Administration

Placement: On the deck; From the beach

Main Usage: To rescue conscious and unconscious persons

*“We are now completely familiar with U SAFE which is being used in actual rescue tasks with great improvement in efficiency.”*



# COAST GUARD

Location: Taiwan

Company Name: Coast Guard Administration

Placement: On the deck; From the beach

Main Usage: To rescue conscious and unconscious persons



Kaohsiung Port shocked that the woman jumped into the sea, and the personnel of the Coast Guard went into the water to rescue her



The Hong Kong police used a police boat to rescue the diving woman ashore. (Courtesy of the public)

2023/04/16 15:22

[Reporter Hong Chenhong/Kaohsiung Report] In the early hours of this morning, the former pier of a port area in Kaohsiung was shocked to report that the woman jumped into the sea, and the coast guard personnel witnessed it, and immediately used the remote-controlled power lifebuoy to launch the water for rescue, together with the Kaohsiung Port Police and the Gushan Fire Detachment, she was silent after being rescued.

At about 2 a.m. today, the personnel of the first port security checkpoint of the Fifth Shore Patrol of the Southern Branch of the Coast Guard Department saw someone jumping into the sea at the front pier of the Kaohsiung Port Area of the Port Area, and immediately went to the rescue.

Due to the tide difference of more than 2 meters, it was impossible to pull the jumping woman ashore with her bare hands, and through the Hong Kong police patrol boat to assist in the rescue ashore, the Gushan Fire Detachment checked to confirm that the consciousness was clear and there was no obvious trauma, and the woman who fell into the water was subsequently brought back by the Xinbin Police Station.

According to the Coast Guard and the police, the 26-year-old woman surnamed Huang who jumped into the sea went to the Kaohsiung port area alone, suddenly jumped into the sea, and after being rescued, she only said that her emotions were out of control for a while, and she was silent in the face of other inquiries, and the police contacted her family to pick her up.



# COAST GUARD

Country: USA

Company Name: United States Coast Guard

Placement: On the deck

Main Usage: - To rescue conscious and unconscious persons  
- Tow lines between boats

*“It has good applications as far as rescuing conscious persons in the water and getting into areas where we can’t get the vessels and small boats. There’s definitely a lot of value and we hope for good things going forward with U SAFE.”*



# NAVY

Country: India

Company Name: Indian Navy

Placement: On the deck

Main Usage: Safety Measure

*“U SAFE is a revolutionary product for saving life at sea. Compared to the static and placid buoys which are found on ships, U SAFE provides greater safety, flexibility and maneuverability whilst recovering a man and saving life. The buoy has been ergonomically designed to keep the rescuee safe and reassured whilst he is being rescued.*

*As a Captain I am at a greater peace whilst my sailors undertake hazardous evolutions in varying and unpredictable sea states.”*



# SEARCH & RESCUE

Location: Norway

Company Name: Redningssselskapet (RS)

Placement: On the deck

Main Usage: - To rescue conscious and unconscious persons  
- Tow lines to boats that run aground

RS(+) 



*“This is a fantastic tool we have gained access to now. We also have the opportunity to attach equipment and ropes and drive the casualties out of the water.”*

# PORTS

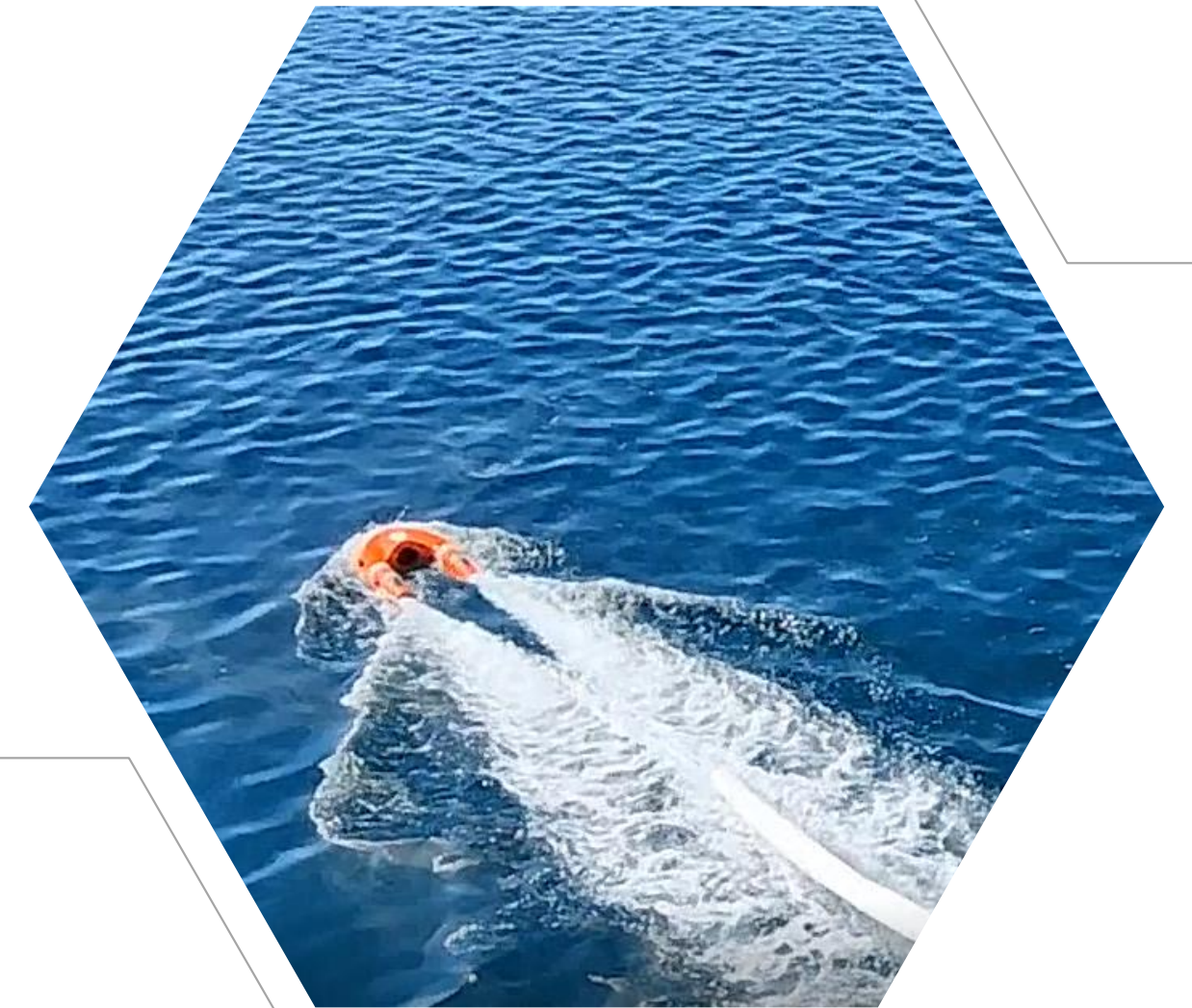
**Location:** Portugal

**Company Name:** Porto de Sines

**Placement:** Yacht

**Main Usage:** To drag oil spill absorbents whenever there's an oil leak

*“Whenever there’s an oil spill, we need to act quickly to avoid major issues. U SAFE is great in the sense that we can deploy immediately and cover the area we need to.”*



# FERRY

Location: Denmark

Company Name: Molslinjen A/S

Placement: On the inside bridge

Main Usage: Safety measure

*“The path for the ferry is very narrow, which makes it impossible to change direction towards the person in the water, in case of MOB. U SAFE will quickly reach the person and bring them towards the ferry.”*





# FISHING COMPANIES

Location: Spain

Company Name: Ferralemes

Vessels with U SAFE: Montelourido, Castelo

Placement: On the deck

Main Usage: Safety Measure

*“It’s simply impossible to stop the vessel immediately in case of MOB. U SAFE can be thrown right away and greatly reduce the risk of drowning.”*





# BEACH LIFEGUARDS

Location: Portugal

Company Name: Praia da Rocha Beach Club

Placement: On the beach

Main Usage: To quickly intervene in a MOB situation

*“We have had an eye on U SAFE for some time and now the opportunity came. We couldn't be any happier to be the first beach in Portugal to have U SAFE because it follows our vision that safety concerns must be our top priority.”*



# U SAFE

W O R L D W I D E



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[WWW.USAFERESCUE.COM](http://WWW.USAFERESCUE.COM)

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