



SHARK MITIGATION SYSTEMS



Non-Invasive Shark Deterrent Technologies

Shark Mitigation Systems Ltd (SMS) is an Australian company based in Perth, Western Australia. Perth is a coastline that has recently experienced the highest incidence of fatal shark attacks in the world and has become a global focal point for research and innovation in the field of shark science.

Founded by Hamish Jolly and Craig Anderson, both passionate ocean users, SMS is focused on developing scientific, non-invasive solutions to mitigate shark attacks.

The company's **patent protected technologies** include award-winning visual design technology, **SAMS**, as well as a sonar detection and alert system, **Clever Buoy**, developed in conjunction with Optus and Google.

SMS has received unprecedented global publicity for its technologies and has become the default organisation for information and technology relating to shark mitigation.

Visual Deterrent Technology (SAMS)

In collaboration with the Ocean's Institute at the University of Western Australia, SMS has developed visual shark deterrent design technology (**SAMS**) that is applied to wetsuits, surfboards and a range of marine apparel.



The Oceans Institute has been studying shark vision for a number of years and is considered the world leading authority in the field. While sharks use a number of senses to locate prey, it is known that vision is the crucial sense in the final stage of an attack. By disrupting a shark's visual perception, an attack can either be diverted altogether or at least delayed to allow time to exit the water.





Near Shore Detection and Warning System – Clever Buoy



The Clever Buoy uses newly developed sonar interrogation software which detects sharks and transfers a warning system via mobile and satellite communications back to shore. The alert is sent to lifeguards, beach goers and researchers.

Developed in partnership with Optus and Google, the Clever Buoy has revolutionised how we protect individual beaches using non-invasive technology. The Clever Buoy also provides a platform to provide further information about the shark species.

Industry Opportunity

Due to a global increase in shark attacks, ocean users around the world are actively seeking technology that will enable them to enjoy the water while reducing the risk of shark attack.

SMS has developed ground breaking patent-protected technologies in conjunction with some of the world's leading organisations to respond to an increasing problem.

Since its launch, SMS has developed a high profile identity and is focused on developing relationships with major water sport and safety brands to provide this technology to consumers globally.



Contact Us

For more information, please contact us.

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