Introducing: NEMO™

A dive system that supports **one diver** to **ten feet** – the perfect way for snorkelers to take their adventures one step deeper into the blue.

> “It’s the perfect entry-level device for bringing the world’s 20 million snorkelers deeper into the incredible world of diving. It provides those, who for one reason or another haven’t made the commitment to SCUBA, their own low barrier-of-entry, underwater breathing equipment. Our team couldn’t be happier to be the ones bringing that opportunity to the world, we’re ecstatic.”
>
> – Robert Carmichael, CEO Brownie’s Marine Group

The original device is the brainchild of John Colborn – a Houston, Texas resident with a passion for the water. John’s enthusiasm and profound background in product development and engineering brought forth the Xplorkel, a surface-supplied air (SSA) dive system that bridges the gap between snorkeling and diving. He founded a company called Setaysha Technical Solutions to make breathing underwater easier, more comfortable and accessible – a mission that perfectly integrates with ours here at bLU3.

The device formerly-known as Xplorkel has joined the bLU3 product line as NEMO™ – the smallest of the series and will be the first product to fully enter production.

We came across John Colborn and his invention at DEMA Show 2017, the largest trade show for companies doing business in the scuba diving and ocean watersports industries.

> “Well, we originally had plans for NEMO™ to reach 15-20 feet, but when we saw the exceptional engineering John [Colborn] had put into this device, we knew it was perfect for what we were trying to do at bLU3. Anyway, when it comes to shallow reefs – you’ll experience just as much at 10 feet as you would at 20 feet, things you can’t get to know from the surface. It’s going to be a real game changer for the snorkeling community.”
>
> – Blake Carmichael, CEO/Co-Founder of bLU3

NEMO™ is about the
size of a 2-slice toaster

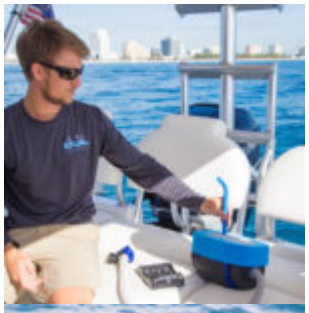
NEMO™ provides an experience like SNUBA – a global enterprise that provides over 200k surface-supplied diving experiences every year – but, NEMO™ can be owned and carried in just one hand.

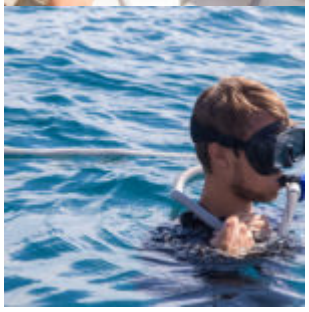
“NEMO’s size and weight is a breakthrough for both freshwater and saltwater diving. It also opens up a new opportunity for underwater metal detecting which is a market that is expanding very quickly as metal detectors become increasingly more affordable – some are as low as $200. NEMO allows metal detector users to leave the shore and search where few have before.” – Dana Allen, BMG Board Member

We’ve had a lot of interest in NOMAD from the gold dredging/treasure hunting community. Based on our research, NEMO™ is also an innovation this community will be excited about.

Kayakers and paddle boarders is another market we’re excited to see using NEMO™ – it’s the perfect size to paddle out with.







Due to the advancements in manufacturing engineering achieved by John, NEMO™ will enter into production and become available for purchase by the end of the year. We'll be releasing a pre-order program to help us fund the startup costs of manufacturing and are considering launching a crowdfunding campaign – stay tuned and make sure to sign up for our monthly newsletter to keep updated on our progress: bit.ly/bLU3-News.

Learn more at diveblu3.com

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