

[The world's smallest dive system launches on Kickstarter](#)

POMPANO BEACH, FL. (August 31, 2018) - Today, BLU3 is proud to announce the next generation of diving has launched on the crowdfunding platform, Kickstarter. NEMO by BLU3 is a portable and easy-to-use dive system that allows users to breathe underwater without the use of tanks.



The company defines NEMO as an incredibly compact Surface-Supplied Air (SSA) dive system that supports one diver to 10 feet - bridging the gap between snorkeling and SCUBA diving. BLU3's goal is to make the sport of diving more accessible, in an effort to increase awareness of the world's underwater environments.

"The more people who experience the underwater world, the more people that might help protect it," stated Blake Carmichael, founder and CEO of BLU3.

NEMO's biggest draw is portability, the product spans less than 12 inches on all sides and weighs in at a surprisingly light 10 pounds, it is about the size of an American football, rugby ball, or two-slice toaster.

In addition to being compact and easy-to-use, each NEMO comes with a comprehensive training course to ensure the safety of both consumers and underwater environments. BLU3 also plans to add an interactive and educational page to the company website before products are delivered early next year.

Fans of the product have reached out to the company expressing anticipation of NEMO for use in various ways - from treasure hunting and pool entertainment to aquatic therapy and boat maintenance. "Whether you're an ocean explorer, poolside parent, treasure hunter, underwater photographer, boat owner, or in search of the latest yacht toy - NEMO is for

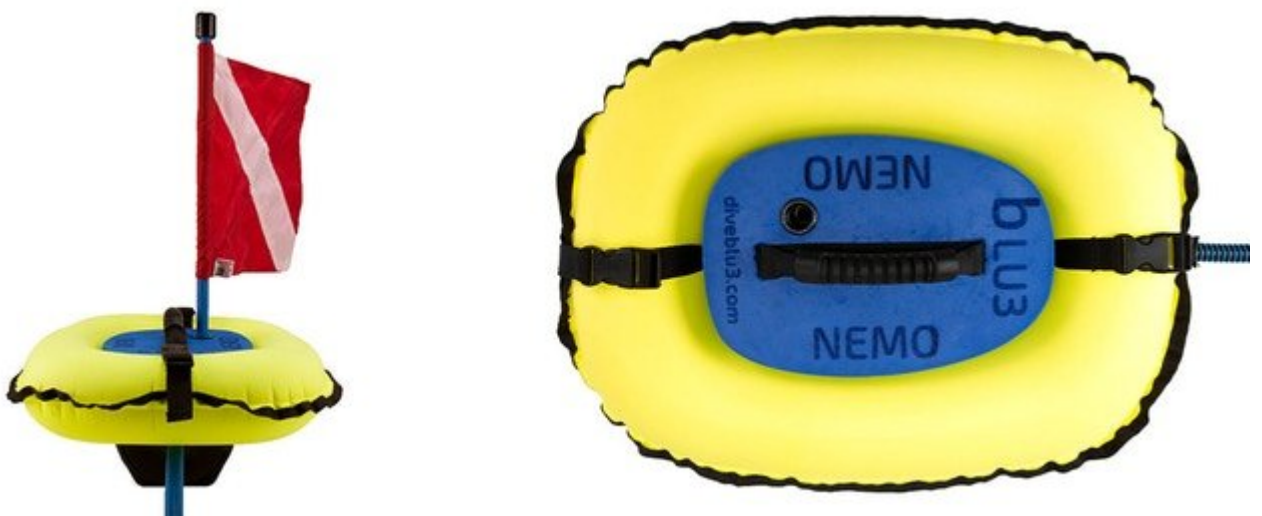
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you,” said inventor John Colborn.



NEMO will be available in a vibrant blue foam and reflective green tube for maximum visibility on the water. If the funding goal is surpassed by a certain amount, the tube will also be available in a lively pink color.

Inside NEMO's buoyant foam and tube is a custom battery-powered air compressor. The compressor pumps air to the diver through the 10 foot hose and out through NEMO's patented smart regulator, all powered by a single battery.



Specs:

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- **Capacity:** 1 Diver
- **Depth:** 10 feet
- **Run time:** 60+ minutes
- **Dimensions:** 11" x 7.5" x 8"
- **Weight:** ~10 lb.
- **Battery:** Lithium Ion battery pack
 - Fast and easy replacement for all day diving
 - 3-hour charge time

About BLU3:

BLU3 is a line of ultra-portable diving systems with a mission to increase protection and awareness of underwater environments by spreading the sport of diving. The small company has been supported by [Brownie's Marine Group](#), an innovative family of brands with a unique concentration on the diving industry, best known for its flagship product Brownie's Third Lung.

For more information about BLU3, visit the [NEMO campaign on Kickstarter](#) or diveblu3.com.