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Welcome to Poseidon North America

The second quarterly edition of news and information from Poseidon, the World's Finest Drowning Detection System, will focus on technology and how it can support your efforts to make your pools safer and assist lifeguards in the increasingly tough task of monitoring activities in the water. Overall drowning incidents haven't decreased significantly and the lifeguard's job is fraught with challenges. Please continue reading below to find out how the Poseidon system can help or [click this link](#) to find out more about the system online.

Recent Drowning Incident at School Pool - Boy Sinks to Bottom Unnoticed

In a swimming pool incident early June in the US, we can see the reality of drowning, which is often different than the conception many people have of someone thrashing about in the water. [The video](#) shows a child in a public swimming pool slipping below the water surface and sinking to the bottom of the pool virtually unnoticed for nearly a minute by the surrounding adults and lifeguards - and even the person taking the video.

There certainly is a lot of activity in the pool during this incident, and even though the adults are occasionally looking at the pool and there are lifeguards on duty, this incident typifies many drowning accidents. So much is expected of lifeguards today but there are so many distractions. Some safety experts say we've reached the limit of scanning, so what's next? Anti-drowning technologies can support lifeguards and aquatic managers to get to people in danger of drowning in time.

The young man who drowned was put in a medically induced coma and kept at the hospital for several days before being released to return home.

Technology is the next step.....

The use of technology in conjunction with sound, established health and safety principles can provide long term support to enhance pool safety and become an asset to reduce risk and improve pool operations. For commercial swimming pools in North America, this is the "height of pool season" as adults and children take advantage of summer breaks and vacation time along with hot weather driving pool attendance. That's why **Poseidon** was designed to be such an asset - providing some additional peace of mind for pool operators who know that the cameras never blink and are always watching the pool, searching for a swimmer in distress.

Gain a lifetime of ROI for every swimmer saved!

The Poseidon System Helped a Lifeguard Rescue a Drowning Victim in the Netherlands

On March 19, 2015, the incident happened in a competition pool in Maastricht when a young woman suddenly got in trouble and started to sink to the pool bottom. A few seconds after the alarm sounded, a man swimming nearby spotted the lady in distress and tried to rescue her. The lifeguard on duty also responded and helped to finalize the rescue.



This is the perfect example of the 10/20 rule : advanced technologies able to detect a motionless drowning victim within 10 seconds and well-trained lifeguards able to rescue and begin care within the next 20 seconds.

This was the 30th person saved by Poseidon!!

To view the video of this incident - [please click here.](#)

A new ISO standard for public swimming pools safety

A French initiative has been brought to the international level as a working group of no less than 9 countries have begun meetings to develop a new ISO standard, ISO/NP-20380. This standard specifies safety requirements and test methods for computer-aided drowning detection systems. This standard will make it easier to differentiate between a simple motionless detection system solely based on underwater cameras and a real computer vision system specifically designed to detect drownings in the most effective way in public pools.

Referring to a Standard in tendering specifications offers the guarantee to benefit from the best available system. It also makes it possible to optimize human, material and financial resources and to be more efficient. The standard will include methodological tools to improve safety effectiveness. *Stay tuned for future updates.*

Poseidon news from around the world.....

Recent Installations for the Poseidon System

USA- Triunfo YMCA in Westlake Village, CA will equip both pools of its future regional park sports with the Poseidon System. It will be the first Poseidon installation in California.

JAPAN- Second system at Tachikawa pool is being finalized. Altogether, 9 pools are benefitting from the Poseidon technology in Japan.

Germany- Feuchtwangen pool in Bavaria will be fitted with the Poseidon drowning prevention system and in Altdorf, the System went into operation February, 2015.

About Poseidon

Poseidon is a computer vision surveillance system that recognizes texture, volume and movement within a pool. Comprised of an advanced camera (overhead and/or underwater) network that continually 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 incident to the exact location of the swimmer in danger. With 250 installations in Europe, the United States, Canada, Japan and Australia, Poseidon is the benchmark for computer-aided drowning detection systems and is designed to work alongside lifeguards.



POSEIDON - The Advantage of Technology

Each year over 200 people drown in lifeguarded swimming pools (plus over 1200 additional non-fatal incidents). Poseidon is not designed to replace lifeguards, rather to be a "technology assist" to make lifeguards more effective. Regardless of the situation, Poseidon is always on duty, surveying all the swimmers in a pool, continuously looking for the suspicious situation where a swimmer may be in trouble. This makes Poseidon the *Best Technology Available for Drowning Detection* in commercial pools.

The Poseidon System can save more than just a few precious seconds.....

**For more information about how Poseidon can help, contact us today
at 404-735-0920 or check us out on the web via the link below.**

VISIT OUR WEBSITE -
www.poseidonsaveslives.com