



BlueView Technologies, Inc.
2151 N. Northlake Way
Suite 214
Seattle, WA 98103
P (206)545-7260
F (206) 545-7261
www.blueview.com

Press Release

For Immediate Release

Contact: Rick Elento
Tel: (206)826-5835
rick.elento@blueview.com

BlueView to Develop the First Full Ocean Depth Multibeam Imaging Sonar for Virgin Oceanic and James Cameron

Seattle, Washington, August 23, 2011 – BlueView Technologies, the world leader in compact acoustic imaging and measurement technology, has been commissioned to develop the first full ocean depth (11,000 meters), multibeam imaging sonar systems for historic exploration projects by Virgin Oceanic and film director & National Geographic Explorer in Residence James Cameron (Avatar). The new imaging sonar systems will be integrated onto revolutionary manned and unmanned submersibles destined for the deepest locations on earth, including the Mariana Trench in the Pacific Ocean. At more than 6 miles deep the BlueView imaging sonar will withstand immense pressure, more than 8 tons per square inch. Using hundreds of razor-thin acoustic beams the 2D imaging sonar system will aid real-time navigation, object detection and tracking, and monitor biologic activity by delivering and recording high resolution sonar imagery and data in an environment absent of visible light.

Explorer Chris Welsh approached BlueView Technologies to develop the unique multibeam system to support the Five Dives Expedition sponsored by Virgin Oceanic. World renowned film director/producer James Cameron will also use the system to explore the Mariana Trench in a separate expedition to film this unique location in 3D and uncover its mysteries.

“We selected BlueView because of their proven capabilities to take new, cutting-edge acoustic technology and deliver a deployment-ready system that will meet our specialized needs”, commented Chris Welsh, Virgin Oceanic Partner and Pilot. Welsh added “We are looking to synchronize the sonar with an HD camera to better interpret what is encountered at every part of the trip.”

Lee Thompson, BlueView CEO/CTO said “specialized applications for new frontiers are the hallmark of our R&D efforts. Although we produce a wide variety of commercial products that are used throughout the world, our roots as a cutting edge technology company remain very strong.” Thompson added “the new efforts to bring detailed imagery and data of the world’s underwater environments to the public is exciting and opens the door to endless possibilities, we are very proud to be partnering with these innovative organizations.”

BlueView is the leader in 2D imaging and 3D scanning sonar technology with more than 500 installed systems worldwide. BlueView Technologies’ advanced sonar systems are currently deployed on AUVs, ROVs, surface vessels, fixed positions, and portable tripods, and have been adopted by leading manufacturers and service providers to support mission critical operations. BlueView customers enjoy a low cost of ownership with reliable operation, exceptional service, in-person training, extensive online information, and worldwide after-sale support.

ABOUT BLUEVIEW TECHNOLOGIES

BlueView Technologies, Inc. provides state-of-the-art compact acoustic imaging and measurement solutions for navy, energy, civil engineering, transportation and port security applications worldwide. Visit www.blueview.com.

For more information, contact:
Rick Elento, +1 206 826 5835
rick.elento@blueview.com
www.blueview.com

ABOUT VIRGIN OCEANIC AND THE FIVE DIVES EXPEDITION

Virgin Oceanic was formed by the Virgin group to act as a sponsor of and partner on the Five Dives Expedition. Chris Welsh, through his company Deep Sub LLC, owns and will operate the submarine. For more information visit www.virginocceanic.com.