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Water safety startup launches Kickstarter campaign to support device manufacturing



The ShockAlarm continuously monitors for the presence of electric current in pools, spas, hot tubs or freshwater marinas and dock areas. ShockAlarm LLC, which designed and developed the device, has launched a Kickstarter campaign to raise \$30,000 for mass production. (Photo provided)

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NEW ALBANY, Ind. - A company whose technology could lower the incidences of electric shock drowning has launched an online campaign at <http://shockalarm.com/kickstarter> to raise \$30,000 to manufacture its monitoring device.

[ShockAlarm LLC](#) is the designer and developer of the ShockAlarm device, a passive alarm that continuously monitors for the presence of electric current in pools, spas, hot tubs, freshwater marinas and dock areas. Founder Brian Byrd said funding from the Kickstarter campaign will scale up production of the device.

"We are moving beyond assembling the ShockAlarm on a dining room table. The funding we raise through the campaign will help us purchase the appropriate tooling for mass production," he said. "We anticipate being able to increase production output in early July."

Byrd said there are millions of consumer-owned recreational boats, pools, spas and hot tubs in the United States.

"The primary motivation at ShockAlarm is to save lives," he said. "Along with developing and manufacturing the ShockAlarm device, my colleagues and I are looking to work with local and state legislators around the country to strengthen pool safety guidelines."

ShockAlarm is an affiliate of the Purdue Research Park of Southeast Indiana.

About ShockAlarm LLC

[ShockAlarm](#) is a portable and durable floating device that monitors fresh water for the presence of an electrical current that can cause drowning. ShockAlarm's

affordability for any pool or lake is a safe and reliable alert system designed to make those preparing to enter into unsafe water and protect those we love in the water to take action immediately.

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