



406Day aims to raise beacon awareness by reminding boaters about the importance of life-saving 406 MHz beacons such as PLBs and EPIRBs

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## ACR Electronics and Ocean Signal: ACR Electronics and Ocean Signal Launch 406Day to Raise Beacon Awareness

Note to editors:

*406 MHz beacons such as PLBs and EPIRBs help to save thousands of lives, but do enough sailors and boaters know about the benefits of these devices?*

*To raise awareness, our clients ACR Electronics and Ocean Signal are launching 406Day this 4th June 2018 across Europe - note the play on the date! (It has been a successful national awareness day on 6th April in the US since 2013).*

*It is an opportunity to put the spotlight on 406 MHz technology and highlight how to register, use and test the beacons.*

*We need your help to support the initiative by promoting #406Day18 and running your own editorial if possible.*

*Links to high res images and PDFs are available at the end of this email.*

*Please contact Jules at [j.riegal@saltwater-stone.com](mailto:j.riegal@saltwater-stone.com) if you need any material to support your plans.*

**4<sup>th</sup> June 2018 (4/06/2018) = 406Day Beacon Awareness Day #406Day18**

### ***406 MHz Beacons Save Lives***

Marine safety specialists ACR Electronics and Ocean Signal are launching 406Day on 4/06 (4<sup>th</sup> June) this year.

406Day aims to raise beacon awareness across the world by reminding boaters about the importance of life-saving 406 MHz technology and by providing advice about the benefits and responsibilities of owning a 406 MHz beacon such as a PLB (Personal Locator Beacon) or EPIRB (Emergency Position Indicating Radio Beacon).

Celebrated on April 6<sup>th</sup> as a national awareness day in the US since 2013, #406Day18 has been hugely successful in shining a spotlight on beacons for the last five years and is now officially recognised as a state-wide day in ACR Electronics' home state of Florida.

Now ACR, Ocean Signal and their safety partners and supporters are aiming to promote beacon ownership, as well as highlight safety checks and maintenance procedures, throughout the rest of the world on the easy-to-

remember annual date on 4th June. Helping people understand how to register, use and test their beacons correctly, the day is also a celebration of the over 41,000 lives saved by using 406 MHz beacons and the COSPAS-SARSAT Satellite system.

James Hewitt, Sales and Marketing Manager, Ocean Signal, said: “406Day is a really good opportunity to highlight some important safety checks and procedures for beacon owners. EPIRBs, for the vessel, and PLBs, which are registered to a person, are a fast and effective way to send an alert and enable the search and rescue authorities to identify and locate a casualty. However, it is vital that these essential safety devices are properly registered and maintained so that the beacons can be relied upon to function correctly when activated. 406 MHz signals save lives, but it is a technology that requires responsibility.”

### **406 MHz technology**

EPIRBs and PLBs operate on the 406 MHz frequency. Each 406 MHz beacon transmits a unique digital code that identifies the type of beacon and allows registration data to be associated with the beacon. The registration data provides information such as the beacon owner, the type of vessel and emergency points of contact.

ACR Electronics and Ocean Signal offer the following checklist to serve as a reminder to check expiration dates and ensuring correct registry:

- Is your EPIRB registered?
- When was your EPIRB last tested/serviced?
- Is your EPIRB programmed?
- What is the battery life of your EPIRB and when does it need to be replaced?
- Do you know how to self-test your EPIRB to ensure it is working correctly?

To help answer the questions, the following advice is provided to ensure best practice for beacon ownership:

### **Register and update your 406 MHz beacon registration**

- All beacon owners should register their device with the appropriate authorities. UK users of EPIRBs and PLBs should register their details on the UK Beacon Registry at [www.gov.uk/406beacon](http://www.gov.uk/406beacon). This free and simple registration will speed up a rescue and provide Search and Rescue with information about you and your vessel which is vital in an emergency. In other countries contact your local authority. Details can be found at [www.406registration.com/countriesupported.aspx](http://www.406registration.com/countriesupported.aspx).

### **Check your 406 MHz beacon battery expiration dates**

- Users must check the expiry dates to ensure the EPIRB or PLB will function correctly when required in an emergency. When selecting your beacon, key considerations include the added convenience of user replaceable batteries and the reassurance of a long battery operating life. Ocean Signal leads the industry in these areas of innovation. The SafeSea E100G EPIRB features user replaceable batteries with a five-year replacement interval. The rescueME PLB1, meanwhile, has a seven-year battery life. The rescueME EPIRB1 has even longer battery life at a massive ten years between routine replacements.

### **Test your 406 MHz beacon**

- You should test your EPIRB using the 'self-test mode' once a month to monitor the 406 MHz RF power, as well as the 121.5MHz homer RF power, synthesiser lock and battery voltage under load. Ocean Signal also recommends regular inspection to ensure: no obvious signs of damage, including the state of the antenna; secure mounting on the bracket or float free housing; the lanyard is not attached to any structures; the HRU (Hydrostatic Release Unit) in the case of a float free housing is within the specified expiry date; the EPIRB and mounting is cleaned, only using a damp cloth. It is also recommended to carry out routine testing of your PLB to ensure it is in good working order, using the specified 'Test' key. Ocean Signal suggests you do not test the GPS receiver more than once a year as it expends significant amounts of battery energy.

Everyone is encouraged to join the conversation and help spread the word about beacon use by adding #406Day18 when posting on Facebook, Instagram, YouTube or Twitter.

Visit ACR's [SurvivorClub](#) (*You use it - we replace it program*) and Ocean Signal's [Rescue Stories](#) to see real life testimonies shared by people of all ages and from all walks of life, who thanks to their beacon, have lived to tell the tale.

Ocean Signal's UK distributor Ocean Safety offers visual inspection and test sequence check of all leisure beacons at their four UK branches. For information about the full range of products available from Ocean Signal, please go to [www.oceansignal.com](http://www.oceansignal.com).

Ends

**Note to Editors:**

**Links to additional 406 Day Promotional Material**

For email banners, social media posts, 406 MHz factfile, EPIRBs v PLBs comparison:

<https://www.dropbox.com/sh/bo2zywue89vc79u/AAAYlV7KNRrIL5RR1N7j-KO3a?dl=0>

For product and other images featuring PLBs and EPIRBs:

[https://www.dropbox.com/sh/b4x273zgp7n1u1d/AADkVfLr3vNb\\_JUYmnM0Fyvra?dl=0](https://www.dropbox.com/sh/b4x273zgp7n1u1d/AADkVfLr3vNb_JUYmnM0Fyvra?dl=0)

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[About ACR Electronics, Inc.](#)

ACR Electronics, Inc. designs and manufactures a complete line of safety and survival products. Available products include Emergency Position Indicating Radio Beacons (EPIRBs), Personal Locator Beacons (PLBs), ARTEX Emergency

Locator Transmitters (ELTs), Search and Rescue Transponders (SARTs), Strobe Lights, Life Jacket Lights, Boat Search Lights, and other associated safety accessories. ACR's facility Quality Management System (QMS) is certified by TUV USA and is certified in accordance with AS9100C / ISO 9001:2008 standards. Additionally ACR maintains FAA Part 145 Repair Station Certification status. Recognized as the world's leader in safety and survival technologies, ACR has provided safety equipment to the marine, outdoor and aviation industries as well as to various worldwide government agencies since the late 1950's.

### [About Ocean Signal](#)

Communication and safety at sea specialist Ocean Signal™ is dedicated to providing the technology and quality of product that will set industry standards. Careful design and innovation provides commercial shipping, fishing and recreational users the confidence that their Ocean Signal equipment will work to, and beyond, their expectations when it is needed most. Ocean Signal's rescueME and SafeSea ranges of products provide mariners with simple to use, compact and affordable life-saving solutions. Ocean Signal products are trusted by high-profile sailors, rowers and powerboat racing teams.