

Bolzano, 8 March 2010

Press Release

The history of the AngelEye project

The AngelEye project was launched in response to the demand for more effective and safer bather surveillance through the use of innovative artificial intelligence technologies.

The project was started in 2006 by **Riccardo Casadei**, the owner of a swimming pool management company with 10 years' experience in the provision of lifeguard services as a contractor for several local authorities.

Field experience had taught him that watching over bathers - and rescuing them if needed - can be made very difficult by a variety of factors, including environmental factors (reflections in the water, overcrowded pools, lack of all-round visibility at the bottom of the pool etc.) and human factors (lifeguards get distracted, rules are not complied with, etc.).

The need to have systems which can enhance bather safety was investigated by **Andrea Marcato**, IT expert in both systems and software applications with specific experience in the field of image acquisition, management and processing.

A detailed study into the ways of applying IT technologies to lifeguard services marked the first step towards the creation of AngelEye.

It took two years of hard work to plan, design and fine tune a system able to support swimming pool lifeguards while on duty on deck: this was the beginning of **AngelEye**, the first anti-drowning system entirely developed in Italy by a team of dedicated professionals with experience in the fields of IT and safety.

AngelEye is now in use in several swimming pools whose safety has been enhanced thanks to a distraction-free continuous surveillance system which can scan the pool bottom and determine whether persons present are experiencing difficulties or are at risk of drowning.

The first pilot sites helped us fine tune the system, thus allowing AngelEye to establish its reputation as a reliable technological tool that can maximise safety levels of aquatic facilities.

In 2009 AngelEye's success progressed, particularly in Europe. Foreign references became available on a system which is now known internationally by all professionals in the industry.

As the project AngelEye grew stronger, it gave life to **company AngelEye srl**, which combines the competences in the sector of anti-drowning technologies services and consulting of its founders, **Andrea Marcato** and **Riccardo Casadei**.

Thanks to a sales network which is now expanding throughout Europe and to its presence in key markets, AngelEye is now set to become a leading manufacturer of safety technologies for swimming pools worldwide.

AngelEye srl

Andrea Marcato

