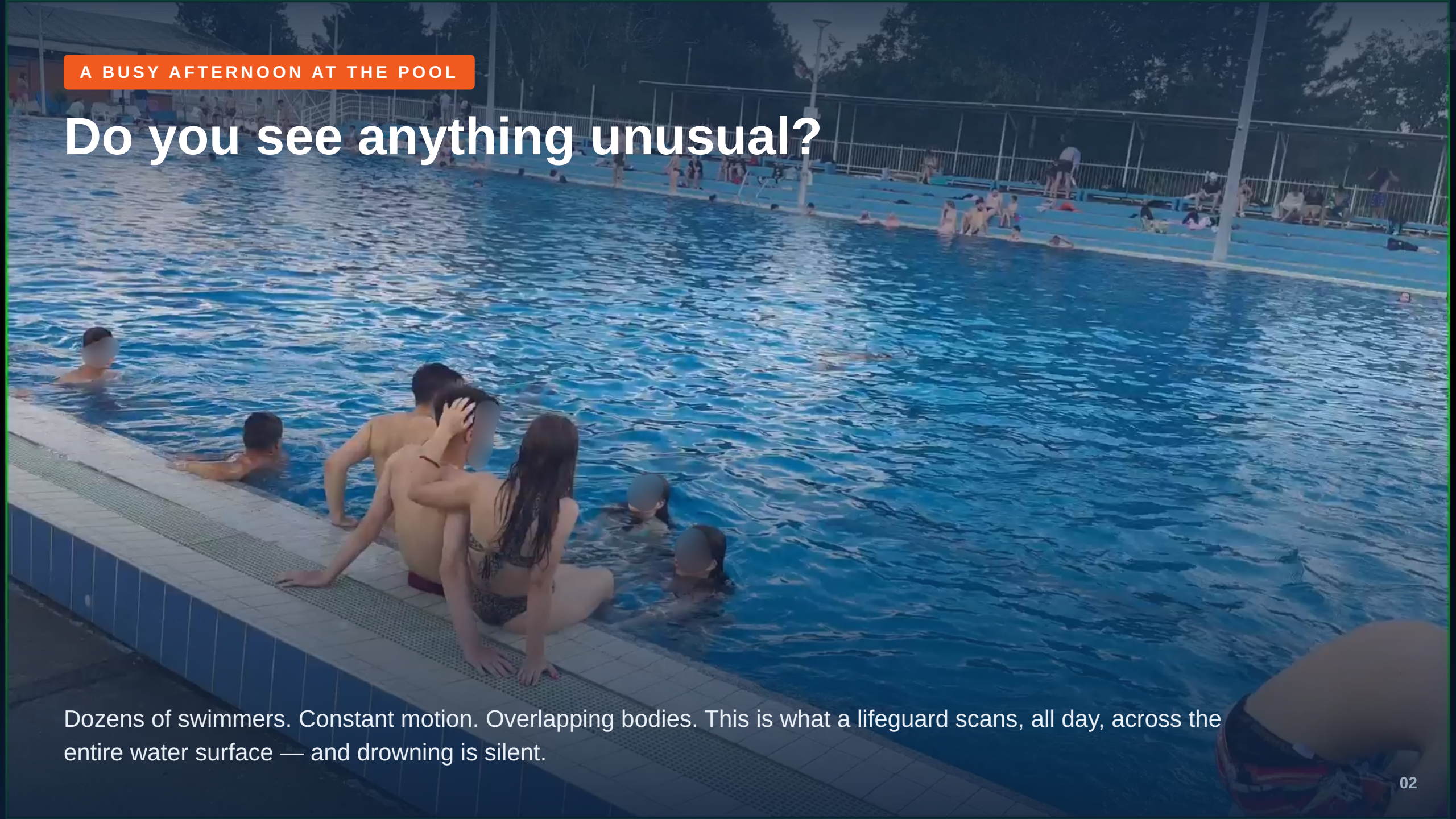


DROWNSHIELD **AI**

AI Drowning Detection

An extra set of eyes on every swimmer

Real-time computer vision that supports lifeguards — detecting a possible drowning in seconds and alerting staff instantly.

A wide-angle photograph of a busy outdoor swimming pool. In the foreground, several people are sitting on the tiled edge of the pool, looking out over the water. The pool is filled with many swimmers of various ages, some swimming laps and others just floating. The water is a deep blue, and the surrounding area is paved with light-colored tiles. In the background, there are trees and a fence, suggesting a park or community center setting. The overall atmosphere is one of a busy, active public space.

A BUSY AFTERNOON AT THE POOL

Do you see anything unusual?

Dozens of swimmers. Constant motion. Overlapping bodies. This is what a lifeguard scans, all day, across the entire water surface — and drowning is silent.

THIS IS WHAT OUR AI SEES

One swimmer is in trouble.

drowning

Same scene, same moment — but the AI tracks every swimmer at once and instantly flags the one in distress, highlighted in red, even when a lifeguard's attention is elsewhere.

■ Drowning / distress alert ■ Normal — tracked ■ Active tracking ID

THE PROBLEM

Drowning is common, fast, and silent

In the U.S., drowning remains a leading cause of preventable death — and it rarely looks like the movies.

4,500+

unintentional drowning deaths every year in the U.S. (CDC, 2020–2022)

~11

people drown every day, on average, across the country

20–60s

a person can slip under this fast — usually without a splash or shout

#1

cause of death for children ages 1–4 in the United States

Even great teams are stretched thin

THE STAFFING REALITY

Fewer eyes on the water

- About **one-third of the ~309,000 U.S. public pools** run understaffed or with reduced hours (American Lifeguard Association).
- Many facilities operate with fewer guards than they need, so each guard covers more water.
- Peak-season crowds mean more swimmers per guard than ever.

THE HUMAN LIMIT

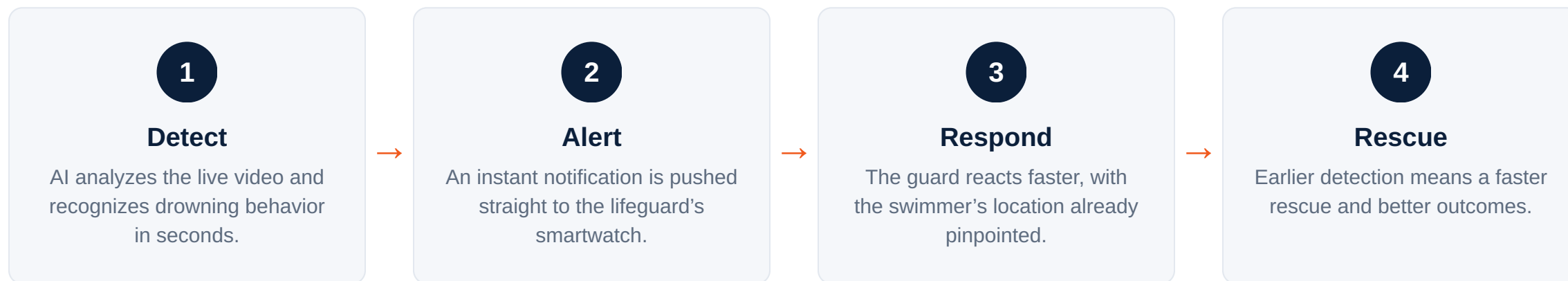
Attention has natural limits

- A guard cannot watch every swimmer, every second, across an entire pool.
- Fatigue, glare, crowding and overlapping bodies hide the early signs of distress.
- The critical window is measured in seconds — there is no margin for a missed glance.

OUR APPROACH

A second layer of protection — not a replacement

DrownShield works alongside your lifeguards as a tireless force multiplier: it watches continuously and escalates the moment something looks wrong.



Keeps **humans in charge** — the lifeguard always makes the call.

Works during **staff shortages, glare, and crowded peak hours**.

Safety without surveillance

Protecting swimmers should never mean streaming their video to the cloud. DrownShield is built to keep data on-site by default.

LOCAL PROCESSING

Everything runs on-site

- All video is analyzed **locally on an edge device** at the facility.
- **No continuous cloud video** — footage is not streamed or stored off-site.
- Optionally, the clip that triggered an alert can be **saved for records or review** if needed.

DISCREET ALERTS

Alerts go to the watch

- Notifications reach the lifeguard's **smartwatch, phone or tablet** instantly.
- Staff get a quiet, immediate signal — no loud alarms across the deck.
- Privacy-first architecture designed to align with modern data-protection expectations.

DROWNSHIELD **AI**

Give every lifeguard **an extra set of eyes.**

Early detection. Faster alerts. Faster response. A privacy-first safety layer that supports your team — and helps bring everyone home.

Let's talk about a pilot at your facility.