

Sky Beacon

Purple B



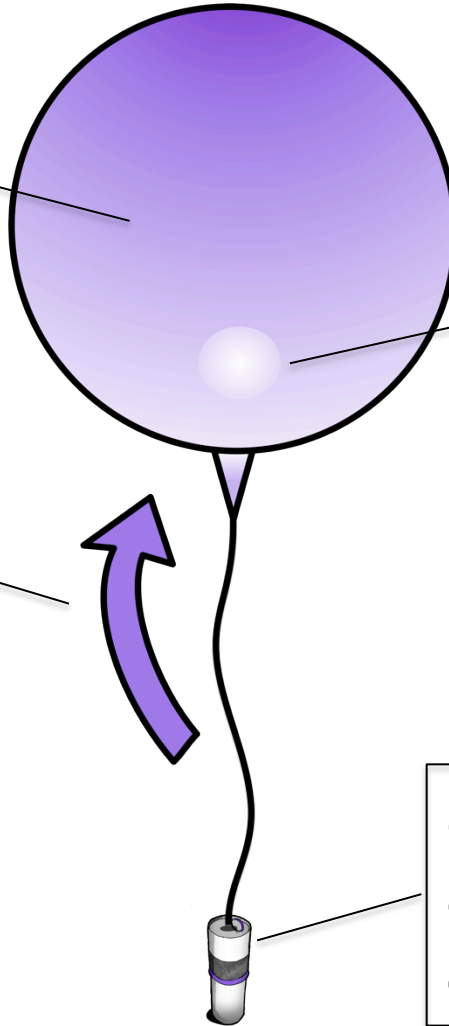
Product Overview

Illuminated
signaling balloon

Persists for 1-3
days

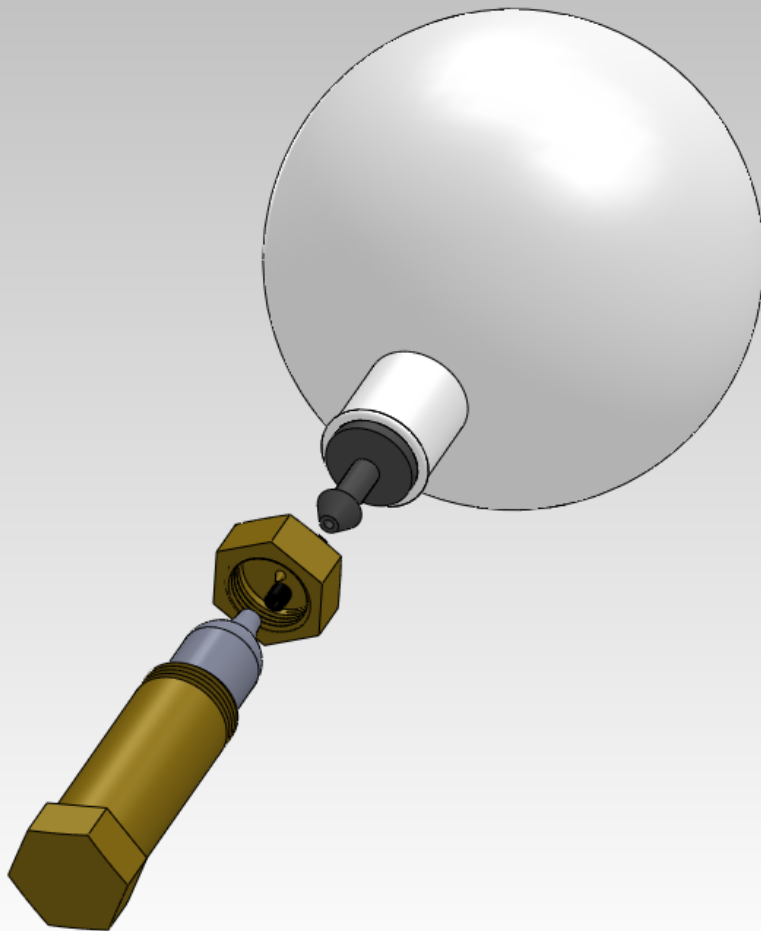
Deploys from
small, lightweight
canister

Cheaper, safer, and
easier to use than
conventional flares





Technical



	1ft	3ft
Height	2-10m	25-100m
Lift	15.2g	113.4g
Endurance	28 Hours	68 Hours
Visibility	10 lumens	200 lumens
Volume	0.1L	0.4L
Weight	32.5g	181.5g



Visibility Tests



	Field	Kresge	Bridge
1 Ft	Yes	No	No
2 Ft	Yes	No	No
3 Ft	Yes	Yes	Yes



.22mi

.45mi

.57mi



Tang

Soccer Field

Kresge

Harvard Bridge



Benchmarking



Flare Gun



Radar Reflector



Signal Mirror

- Traditional Flare Guns
 - Only lasts 30 seconds
 - Fire hazard in woods
 - Difficult to use
 - Dangerous to user
- Current Flare Gun Alternatives
 - Rescue Laser
 - Mirrors
 - Radar beacons
 - Road flares



Market Research

Potential Consumers:

- Boaters
 - Over 4000 rescues by the Coast Guard per year
- Hikers
 - 245 Rescue missions in Yosemite National Park in 2010
- Search and Rescue
 - Salvation Army searched for 18,400 people in 2009
- Snow Sports
 - 51 million visitors to ski resorts in the 2011-2012 season

Potential Vendors:

- Vail Corporation, NEMO, West Marine



Hiker



Boater



Skier



Search and Rescue



Next Steps

- Developing light-weight LEDs and blinker circuitry
- Acquiring and experimenting with He₂ cartridges
- Streamlining design to help distressed and panicking users



Sketch Model Demonstration

