



This Friday, April 6th is 406Day - a national awareness day to highlight the benefits and responsibilities of owning a 406 MHz beacon

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ACR Electronics: ACR Electronics Leads Drive to Raise 406 MHz Beacon Awareness on National 406Day

Florida-based safety equipment manufacturer and campaigner joins forces with boating partners to highlight the benefits and responsibilities of owning an EPIRB, PLB or ELT

April 6th 4/06/2018 = 406Day Beacon Awareness Day 406 MHz Beacons Save Lives

Fort Lauderdale, FL on April 4th, 2018 – Safety specialist ACR Electronics is continuing to lead the drive to raise 406 MHz beacon awareness by coordinating the sixth and highest profile annual 406Day yet on this Friday, April 6th.

Every year, the Florida-based manufacturer joins forces with a growing number of supporters and boating safety partners to highlight the benefits and responsibilities of owning an EPIRB (Emergency Position Indicating Radio Beacon), PLB (Personal Locator Beacon) and ELT (Emergency Locator Transmitter).

Now officially recognized as a state-wide event in ACR Electronics' home state, the national awareness day encourages boaters to regularly carry out the correct registration, safety checks, maintenance procedures and testing of their beacons. It is also an opportunity to celebrate the over 41,000 lives saved worldwide since the mid-1980s by using emergency distress 406 MHz beacon signals and the Cospas-Sarsat system.

ACR Electronics, and its brands Ocean Signal and ARTEX, invite everyone to join the conversation and help spread the word about beacon use by including #406Day18 when posting to share advice and experiences, to thank rescue authorities or to celebrate a life saved. By combining social media platforms and news coverage with increasing support from partners, such as: Operation WetVet, Coastal Conservation Association, Saltwater Spokesperson George Poveromo, National Safe Boating Council, Bonnier Group, AustinBlu Foundation, NOAA, Active Interest Media Group, USCG, OAR Northwest, Sea Tow, Liquid Fire Fishing Team, ACA Paddle Sports, Boat US Foundation, Seminole Hard Rock Winterfest Parade and West Marine, #406Day18 is anticipated to reach thousands of people right on time as the nation prepares to get back on the water for this upcoming boating season.

Nichole Kalil, ACR Electronics Public Affairs & Media Manager, shares: "406Day has grown from a photo share contest to being a real community builder in the industry. I look forward to seeing this concept grow in the Outdoors and Aviation industries as 406 technology is just as pertinent for their safety needs."

EPIRBs for boats, PLBs for outdoors and ELTs for planes 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 offers the following simple advice to beacon owners to ensure their EPIRB, PLB or ELT will operate effectively in the event of an emergency.

- Check the battery expiration date
- Update your beacon registration
- Ensure your beacon is properly mounted
- Test your beacon
- Floridian boat owners specifically are reminded that they qualify for the [Beacon Bill](#) discount.

For evidence of the effectiveness of beacons check out [SurvivorClub](#), ACR's one-of-a-kind '*You use it - we replace it program*' which provides 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.

Today's EPIRBs and PLBs by ACR Electronics and Ocean Signal are compact and user friendly with an exceptional battery life. They are now an affordable product for inclusion in any boat's safety kit. EPIRBs are available for under \$400 and PLBs are priced in the mid \$200s.

For further information about ACR Electronics' products, visit www.acrartex.com, and for Ocean Signal's products, visit www.oceansignal.com.

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About ACR Electronics, Inc.

ACR Electronics brand ARTEX is a leading provider of safety and survival equipment to the aviation market for general, business, commercial and military applications. Suitable for every type of fixed wing and rotorcraft aircraft, ARTEX Emergency Locator Transmitters (ELTs) are selected by most aircraft manufacturers around the world. ACR and ARTEX design and manufacture a complete portfolio of survival products for the aviation industry including ELTs, Personal Locator Beacons (PLBs), battery packs, ELT accessories, iridium tracking and communication distress beacons, megaphones and distress lighting. Customers range from the individual private pilot to the world's largest airframe manufacturers, airlines and governments.