



FLARE

SAFE



life saver

FLARE

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FlareBrands: Putting travel safety in your hands

HOT PROPERTY

FLARE SAFE

Background

FlareSafe is an essential piece of kit for today's global traveller, keeping them protected and prepared wherever in the world they find themselves.

Lightweight, water-resistant and shockproof military-grade plastics have been combined with the latest LED technology and extensive independent testing to ensure that they are carrying the most reliable personal safety device.

FlareSafe was conceived by veteran backpackers Dave Potter and Robert Carmichael, who were appalled at the loss of life in the Childers hostel fire in Australia in June 2000. Fifteen backpackers died in the blaze after staff disarmed the building's fire detection system.



They developed FlareSafe – which combines a smoke detector, an SOS/distress alarm and an LED torch – as a personal safety device that travellers could take with them to avoid a similar catastrophe.

The smoke detector and electronics were designed by one of the United Kingdom's most experienced optical smoke chamber designers. The exterior design is by an award-winning London-based design agency.

FlareSafe has been designed and developed in the United Kingdom. It has gone through independent testing in the United Kingdom where it was shown to meet the fire performance requirements of the British Standard for smoke detectors, BS 5446/1. FlareSafe has passed EMC testing and carries the CE mark.



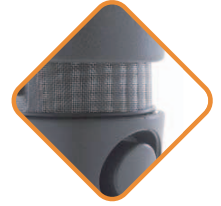
FLARE SAFE

FUNCTIONS

Optical Smoke Detector

Technical

The smoke detector in FlareSafe is a revolutionary compact design, necessary to provide reliable operation in challenging conditions. The detector uses infrared optics, NOT radioactive materials, to look for smoke entering the smoke chamber.



Although optical detectors are substantially more expensive to manufacture than the radioactive ionizing detectors, US studies have shown that they are much more reliable in detecting fires than ionizing detectors.

FlareSafe meets the fire performance requirements of the British Standard for smoke detectors, BS5446/1.



Functional

The smoke detector works when you arm the unit. To arm Flare-Safe, the user simply twists the plastic cap at the back-end of the unit. This pops up, exposing the detector underneath the cap. At the same time, the unit emits a single beep which tells the user the unit is armed.

When the unit detects smoke, the 110dB siren sounds and the torch light automatically turns on, allowing the user to grab FlareSafe and find their way out of the building.



FUNCTIONS

110dB SOS / Distress Alarm

Technical

FlareSafe uses a 20mm Piezo-type sounder to generate the alarm for both the smoke alarm and the distress alarm. The sound output is up to 120dB.

FlareSafe's piercing siren can be heard up to 500 metres away. Tests using fresh batteries show that the siren will sound for more than 60 hours.

Functional

In the event that the user is attacked, they simply push the two orange buttons on the casing. The piercing alarm will sound, and at the same time the torch light will start flashing. This provides an audible and visual sign of distress.

The alarm can be disabled by pressing the same two buttons, holding them down for two seconds. Otherwise, the unit can be disarmed by opening the unit. This disconnects the batteries.

Pushing the rear orange button on its own will generate the SoundFlare – in this mode the siren will sound and the torch will strobe, but only for as long as the user keeps the button pushed.

LED Torch

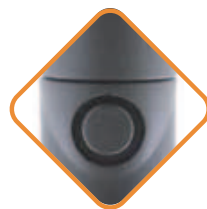
Technical

LED bulbs are rugged, compact and long-lasting. The four LEDs used in FlareSafe generate a powerful beam, with three settings to choose from: Full Beam, Half Beam, and Strobing.

Rescue visibility is up to two kilometres. Tests using fresh batteries show that the full beam lasts 15 hours, the half beam almost 60 hours, while the strobe will flash for more than 90 hours.

Functional

The torch is operated using the front orange button. Pressing this repeatedly will cycle the torch through its functions. If it is left in any one setting for more than five seconds, the next push will turn the torch off.



Software and Power Management

The two AA Alkaline batteries power FlareSafe at all times. The lithium is purely a back-up for the emergency functions in the event that the AA batteries are exhausted, but have not yet been replaced.

When the AA batteries are running low, the user will notice that the torch beam is diminished. When the AA batteries are exhausted, the user will not be able to use FlareSafe as a torch. This is to ensure that the back-up battery lasts as long as possible.

The bespoke software will warn the user when the lithium battery is running down. This is vital because the emergency functions (smoke detection and distress alarm) will operate in the absence of AA batteries, but of course the unit will not work if there are no functioning batteries.

General Information

FlareSafe weighs just 230 grams, is only 14.5 centimetres long, and is 4.5 centimetres in diameter. FlareSafe carries a one-year guarantee, and is also provided with a lanyard with which we recommend the user hangs up the unit when it is in smoke detector mode.

FlareSafe uses only the finest quality components from the world's leading electronics manufacturers to create a product that is recognized as reliable and durable.

Manufacturing is carried out by our key partner, which numbers major multinational consumer goods companies among its client. Our partner is ISO-compliant in manufacturing and assembly, which means quality is never compromised.

Around USD \$1 million has been spent bringing FlareSafe from concept through design, development and testing to production. FlareSafe is now selling strongly in the United Kingdom, Holland, Belgium and Germany, and has recently been launched into the USA, Canada, Japan, South Korea, Norway and Sweden.

Recognition

FlareSafe has been recommended as a key travel safety product by leading travel safety organisations, newspapers and magazines and has won plaudits from travel industry experts as well as travel publications globally.