

A700.



Diamonds are forever

INTRODUCING THE A700:

A jewel of a regulator from SCUBAPRO

Like a diamond, the A700 is forever. Its beauty will seduce you. Its performance will amaze you.

Our MK25 and MK17 first stages have both been redesigned in polished chrome finish editions, specifically for the A700, giving an exquisite look and feel to systems built to last.



THE A700 SECOND STAGE

- **Precision handcrafted construction and design** for a unique masterpiece, incorporating over 200 different manufacturing operations, using a mix of the latest technologies.

- **Polished chrome exterior** for a life time of quality and timeless styling.

- **Compact dimensions** for lightweight comfort, without compromising breathing performance.

- **Innovation & engineering as only SCUBAPRO expertise in regulators can do.** As the leader in diving regulators since our beginning over 40 years ago, our accumulation of engineering and design experience enable us to make such a revolutionary regulator.

- **Core SCUBAPRO features** insure safety & reliability for a lifetime of varied diving experiences.

- Air balanced valve technology.
- Diver adjustable inhalation effort.
- Delivered with a super-flow hose for massive air flow and extra durability.



- **Exceptional breathing performance** at any depth, any temperature, in any position. The Work of Breathing (WOB) has been lowered to an uncommon value of 0,5 J/l.

- **New aligned VIVA system** with co-axial 2-piece dive switch keeps dimensions compact without compromising air flow (patent pending).

- **Full metal body and metal components** assure maximum performance and quality. Metal provides the best thermal exchange imaginable for a second stage, dramatically lowering the possibility of freezing in cold water.

Read more about this unique regulator system in our A700 Brochure.

LAUNCH DETAILS

The A700 is an exciting development for SCUBAPRO and for our diving partners. This new regulator not only breaths exceptionally well but it is a true object of beauty, to be desired by the most distinguishing divers, thereby meriting a real launch campaign.

1 - Special INTRODUCTION KIT for all of our dealers and media partners.

- Included in our A700 INTRODUCTION KIT are several tools to present the A700 in stores, magazines and other media. The KIT includes elements such as photos, a A700 advert, a 'history of' article, PDF versions of all printed materials, a power point presentation etc. Everything you need to understand, advertise & inform the public about the A700.

- SCUBAPRO has also prepared two very original movies on the KIT DVD, to accompany the introduction of this NEW phenomenal regulator.

- **A high quality A700 launch video** in celebration of SCUBAPRO innovation. Its a true 'unveiling' film including scenes both underwater and in our production facilities, presenting the unique story of A700. It can be shown in stores or presented during training sessions. This movie will also be on our web site---so you can link it directly to yours.

- As a first in the industry, we have also produced an incredible A700 3D animation, exhibiting the interior details of both the A700 second stage and of our MK25 and MK17 first stages. This film exemplifies our commitment to innovation and technological perfection. For the recreational diver, it reinforces confidence in our regulators as high performing life support systems. For the more technically sophisticated, they will simply be in awe.

2 - Launch to the public on a dedicated A700 Website: scubapro.com/A700

- We have prepared in a mini-web site dedicated to the A700. This site will launch a bit prior to when the A700 will be available in stores, to peak consumer interest.

- The A700 site provides in-depth details on the A700 regulator systems:

- Features / Benefits
- Technical and manufacturing details
- Exclusive images, 3D animation and unveiling films
- Everything the consumer wants to know about A700 systems
- History of its design

3 - Support Materials for Stores

- A700 Brochures will be sent to all dealers. They are the perfect size for counter tops and fit in the Regulator Totem Display Plexiglas holder. The brochure can be given to customers and potential buyers, for a complete presentation of the A700.

- New clip attachments for the totem display can also be ordered — to add an A700 sample unit.
- A700 Posters, similar to our A700 advert and booklet images, will be sent to all dealers for placement in stores.

A700 ON THE MARKET

- A700 is expected to be delivered in stores around **May 2009**.

- Manufacturer Suggested Retail Prices

- **MK25 / A700: HK\$8,000.00**

- **MK17 / A700: HK\$7,600.00 (pricing in other currencies pending)**

FUTURE INFORMATION

1 - Magazines and Other Diving Media/Publications will be:

- Publishing multiple articles, in circulation between April/May, about the A700 systems and their test dive results.
- Implementing the SCUBAPRO A700 Ad in magazines and publications
- Receiving an additional press release advising when A700 is in stores, available to the consumer.

2 - Dealers will receive:

- A personal mail from their local sales manager including: pricing information, pre-order possibilities and in-store delivery update.
- Support materials as listed above.

Thank you for your interest in and support of SCUBAPRO diving equipment. Please do not hesitate to contact [us](#) for additional details and information regarding the A700 regulator and launch.