



REEFSMARTGUIDES

www.reefsmartguides.com



WHO WE ARE

Reef Smart is a Canadian company headquartered in Montreal, with a U.S. entity based in Sarasota, Florida. We create detailed 3D models of popular dive and snorkel sites, including both reefs and wrecks. These models are used to create photo-realistic maps, which are leveraged across a range of Reef Smart products, including waterproof handheld cards, wall charts, briefing charts, weatherproof shore signage, digital models, and web-based images. Combined with detailed information about popular diving regions, our maps provide the basis for our growing line of dive and snorkel guidebooks, published internationally by Mango Publishing.

Reef Smart uses 3D modeling techniques to create innovative custom products that aim to:

- Enhance the in-water experience of divers and snorkelers.
- Raise awareness of aquatic ecosystems.
- Improve in-water safety.
- Provide a memento of the experience for visitors.
- Provide a revenue stream for local businesses.
- Promote diving and snorkeling in a particular location or region.





WATERPROOF HANDHELD CARDS

Reef Smart's handheld waterproof cards are the definitive personal guide to the local ecosystem. They allow divers and snorkelers to get the most out of their in-water experiences. Designed to be fully waterproof so they can be taken into the water, these cards improve safety, raise awareness, and will be a memento for visitors to remember their time in the water. These cards also create a potential revenue stream for dive shops in the area, as well as a branded marketing tool for our partners.



WALL CHARTS

Reef Smart's 3D dive and snorkel site maps make ideal wall charts for dive centers, resorts and even private residences. These captivating high-resolution images are available in a range of sizes and materials and can make a powerful statement wherever they are placed.



BRIEFING CHARTS

Our waterproof briefing charts are the ultimate tool to help dive professionals improve the quality of their briefings, whether in a classroom or out on the water. Printed on a rugged and durable material, these charts are designed to handle harsh saltwater environments found on day boats and liveaboards.



WEATHERPROOF SHORELINE SIGNAGE

Weatherproof shoreline signage uses 3D imagery to showcase an aquatic ecosystem directly at the point of entry. This product helps resorts, private residences and tourism authorities provide an exciting new environmental experience for visitors and locals. These signs can help educate, encourage sustainable diving and snorkeling practices, improve safety, and enhance the in-water dive and snorkel experience.



GUIDEBOOKS AND E-BOOKS

Reef Smart's guidebooks are the ultimate travel companion for divers and snorkelers. Each book is packed full of detailed information about the most popular underwater sites, including 3D maps, safety tips, eco tips, and a comprehensive listing of local marine species. Our guidebooks are distributed internationally by Mango Publishing, and they are available at major book retailers, many local dive centers, as well as online through Amazon and other major ecommerce platforms.



DIGITAL IMAGES

Reef Smart's 3D maps can be licensed for use in applications and websites, as well. These images can act as a valuable marketing tool to attract potential visitors and secure bookings. Our interactive maps provide an immersive experience for guests, allowing them to explore the sites virtually, increasing online engagement and retention.



RESORT SERVICES

We help resorts develop and integrate unique environmental experiences for their guests through a combination of coral reef education and the creation of interactive 3D maps. These maps incorporate 360° virtual reality technology to provide the ultimate immersive and educational experience for visitors, helping resorts stand out from the competition.

CONTACT US

Learn more about us and our work



Reef Smart is currently working in over a dozen locations around the world and has produced maps of more than 200 individual dive and snorkel sites to date. Every location is unique, and we are confident we can adapt our model to meet your specific needs. We have developed a system for remote mapping that makes smaller scale mapping efforts possible without incurring international travel costs. To learn more about how we can help you, and for more on our pricing structure, please contact Ian Popple (Managing Director).

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