



Deepblu Leads Dive Agencies into the Digital Age

Dive training agencies are adopting Deepblu to complete their e-learning programs with Deepblu digital dive logs and extend their reach with organization profiles.

TAIPEI, 2 June 2017 – The [International Technical Diving Agency ITDA](#), the [International Diving Association IDA](#) and the [Diving Instructor World Association DIWA](#) are adopting Deepblu to extend their reach and complete their e-learning programs.

Keeping up with the times, the three European agencies had already begun offering electronic resources to their instructors and students, allowing part of the learning to take place at the students' own convenience.

As a free social platform where divers can log their dives and discuss anything diving-related, Deepblu completes the agencies' digital learning resources. Seeing the value of a global online diving community, the agencies now officially recognize Deepblu digital dive logs for certification training and are encouraging their students to join the Deepblu community.

"The International Diving Association is convinced that the new Deepblu app will hit the mark," says IDA founder Karsten Reimer. "Many divers are still posting their photos and adventures on Facebook where the majority of users aren't divers! Deepblu offers a much better audience."

Wilfried Dickes, DIWA's president is confident that "integration with Deepblu adds value for our dive instructors and divers. Deepblu combines a modern diver community with an online dive log solution and we are glad to be one of the first training agencies to be on board."

The Deepblu Cloud: A Place for Digital Dive Logbooks and More

Dive logging is a crucial part of the certification process, but the conventional paper logbook has many drawbacks. Not only is logging your dives by hand a tedious and time-consuming task, the logbooks and instructor stamps are also likely to get soggy, illegible or lost.

Deepblu digital dive logs solve this problem by storing all dive-related information safely in the cloud. Instructors can easily certify the dive log online and students can enrich them with photo- and videography to serve as a memory of their dives.



The agencies also recognize the value of staying in touch with their students and instructors, which is facilitated through Deepblu, where every diver can create their own profile, and tag their diving buddies and instructors in dive logs or other posts that concern them. Divers can also easily find instructors and divers based on their agency association.

“Deepblu not only enables certification bodies to digitize their training processes but it also helps new divers to start capturing their adventures from day one,” says James Tsuei, CEO of Deepblu. “Our community welcomes divers of all experience levels to stay immersed in the lifestyle.”

New Organization Profiles Link Businesses and Their Members

As part of the cooperation between Deepblu and the diving agencies, Deepblu is also piloting the organization profile. With full social media functionality, this new, customizable profile allows businesses and organizations to engage with to their members and the larger diving community.

The three dive training agencies IDA, ITDA and DIWA, the non-profit organizations [Green Fins](#) and [The Watermen Project](#), as well as a select number of Deepblu COSMIQ Resellers will take part in the pilot program. Later this year, every ocean-related business or organization will be able to sign up for an organization profile.

“We are very excited to connect ITDA Members, Divers and Professionals through this innovative platform,” says Stephen J. Craig-Murray, CEO and Chairman of ITDA. “This is a big step forward and opportunity for our divers to share and be a part of a global community.”

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About IDA: Founded in Germany in 1996, the International Diving Association is committed to combining professionalism with the high education standards of the CMAS. It offers education and development opportunities to divers and instructors all over the world through its partner associations.

About ITDA: Hailing from the UK, the International Technical Diving Agency is the only trainging agency in the world that covers the entire industry with training and certifications in



anything from recreational to professional and public safety diving.

About DIWA: Founded in Germany in 1972, the Diving Instructor World Association is a union of qualified diving instructors committed to developing internationally standardized guidelines for professional divers.

About the Deepblu Platform: Deepblu is the fastest-growing social network for divers and ocean enthusiasts. It was released in November 2016 at the DEMA show in Las Vegas and has since brought tens of thousands of divers together at deepblu.com.

About Deepblu, Inc.: Deepblu, Inc. is the company behind the COSMIQ Dive Computer and the Deepblu social network for divers. Deepblu, Inc. is a team of divers and technology enthusiasts whose goal is to use technology and the power of the internet to revolutionize the diving community and lifestyle.

About the COSMIQ Dive Computer: The COSMIQ is the trendiest dive computer and the only one in its segment to boast Blue-tooth technology to synchronize digital dive logs with the cloud. Since its launch in April 2016, it has won many awards for its ease of use, clarity and unique design.

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