

OCEARCH

OCEARCH was one of the first organizations to recognize how well-suited the VideoRay ROV is for broadcast quality video. Led by Chris Fischer, OCEARCH and his broadcast production company Fischer Productions has created several different television programs and documentaries using video footage captured by a VideoRay Pro 4 ROV since they began partnering with VideoRay in 2009. These programs – including the National Geographic Channel series *Shark Men* and *Expedition Great White*, as well as History Channel series *Shark Wranglers* – showcase the non-profit organization's great white shark research expeditions.

Eager to obtain a different and essential perspective of their underwater research subjects, OCEARCH originally purchased their VideoRay ROV for the sole purpose of providing an additional point-of-view while they set up shots and captured raw data. However, the production team very quickly realized that the VideoRay was “not just another underwater camera.” Once they discovered the full extent of the ROV's capabilities – including an HD camera and LYNN real-time video enhancement – the team began to deploy their VideoRay, rather than human divers, to capture broadcast-ready footage in perilous environments.

With the VideoRay ROV, the OCEARCH crew can safely monitor and record the sharks' behavior, travel patterns, habitats, and health status after being released back into the ocean. Using a VideoRay allows OCEARCH scientists to capture breathtaking underwater imagery as well as essential data, without exposing divers to the grave dangers of swimming among hungry or sharks without sacrificing essential data collection or breathtaking underwater imagery.

OCEARCH develops its broadcast productions and research expeditions with a purpose that reaches far beyond reality television – they seek to change how people view, maintain, and experience the ocean. “It's been two generations since Jacques Cousteau brought the ocean into people's living rooms. We're trying to take a page out of his book and bring the ocean to life again for people by delivering it where they already are – on their laptops, televisions and smart phones. We hope that by raising awareness and offering unfettered access to the realities of what's going on underwater, we can inspire a new generation to embrace the ocean and help us ensure it stays clean and sustainable.”

