

# Short introduction



# What is Esca Technology



- Esca Technology is a new and revolutionary technology based on the sea's own method of catching prey using lure lights as bait.
- The technology mimics living lights in the ocean enabling you to catch more fish
- **Esca Technology is the only sport fishing product in the world that simulates naturally occurring lure lights**
- Esca Technology
  - Attracts fish
  - Triggers the hunting and striking instinct in fish
  - Can be used together all lures and tackles
    - Improves the performance of your favorite items of fishing tackle
  - Generates its own energy in salt water
    - No batteries required – environmentally friendly and safe
  - Lasts at least 100 hours in the sea
    - Esca technology today is for saltwater only!



# Background – Esca

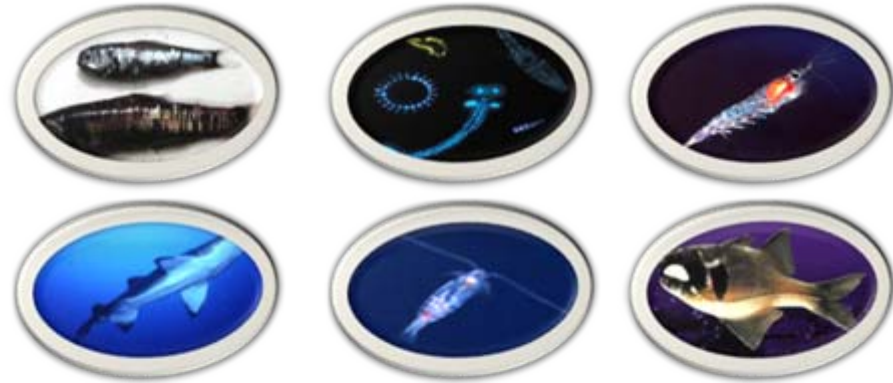


- Esca means lure light
  - Esca is also the name of the light organ of the anglerfish
- There are a lot of living lights in the ocean
- For millions of years, sea creatures have caught their prey using lure lights as bait
- On land, it is rare. **In the ocean, it is very, very common**
  - There are light producing creatures in virtually every cubic meter of the ocean -- from surface to bottom and from coast to coast
- **Esca is the rule not the exception in the sea !**



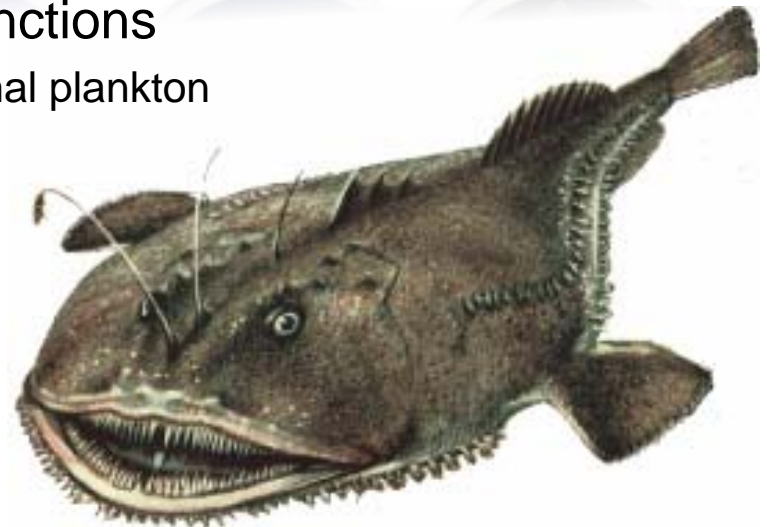
## ● The ocean is full of organisms and species that use light organs

- Fish
- Sharks
- Crustaceans
- Squid
- Jellyfish
- Other sea-bottom dwellers



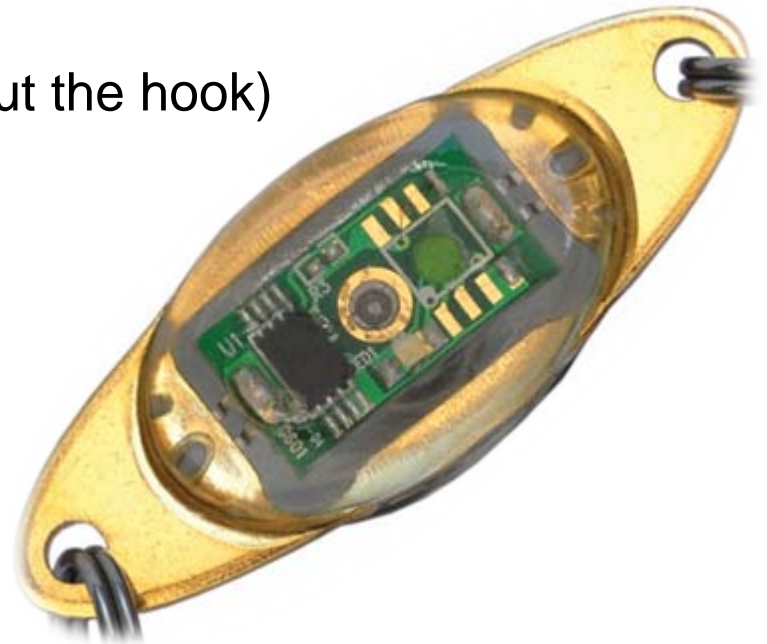
## ● Light organs have many important functions

- Triggering eating instincts in fish and animal plankton
- Triggering accumulation of shoals
- Attracting other fish
- Acting as decoys for fish (light snare)
- Finding food
- Finding mates



# How does It Work ?

- ESCA technology generates its own electricity
  - No batteries needed
  - Activates on contact with salt water and deactivates when out of water
- ESCA technology for the sport fishing market has a lifetime of approximately 100 hours of active fishing (the number of hours the product is in the water)
- Esca lure lights weigh 9 grams (without the hook)
- Portions of the unit are gold-plated
- Extremely robust and high quality
  - Tolerates depths down to 500 meters





# Biting Instinct

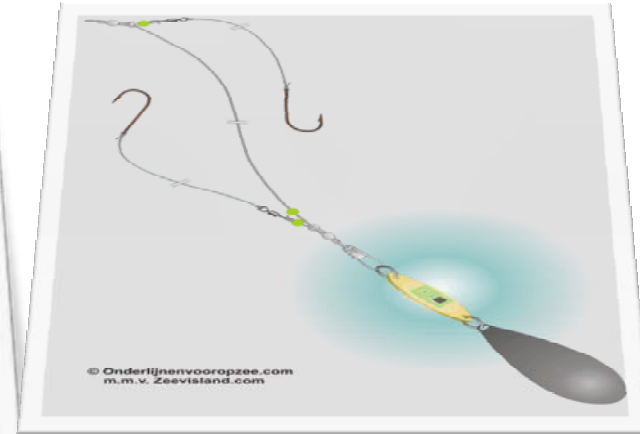
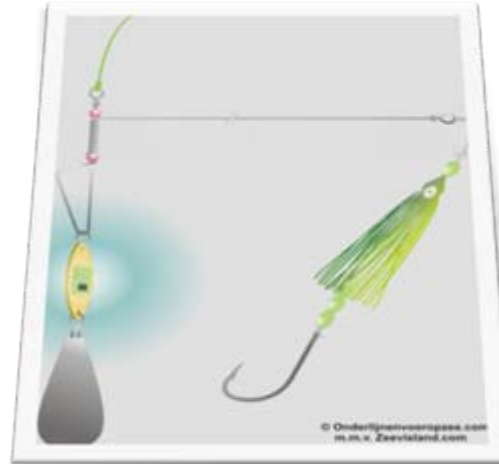
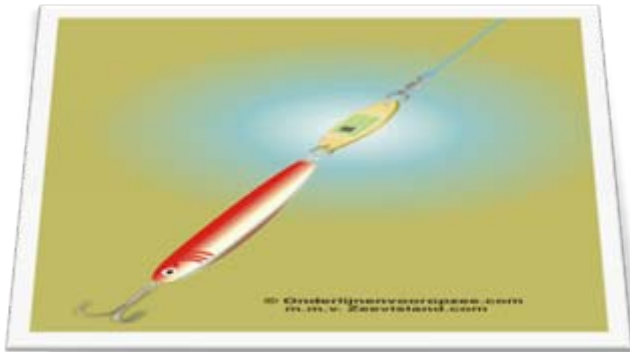
- All living organisms, including fish, are surrounded by an electrical field
- Fish sense this field with their mouths and bite instinctively
- Esca technology creates an electrical field around its products thereby stimulating this biting instinct
  - **Result:**
    - The biting instinct is triggered
    - The fish bites -- and bites harder



# How to use Esca – your choice



- Esca Technology units can be used by themselves as a small jig, though they are best used together with spinners, jigs and bait, or in combination with Esca accessories such as shrimp and squid
- Here are some suggestions:



# Products on the market

- Esca lure lights are available in the following models:

Color	Light pattern	Description	Product code
Blue	Fading	Slow blink	MS102B
Blue	Multiblink	Rapid blink	MS103B
Green	Fading	Slow blink	MS102G
Green	Multiblink	Rapid blink	MS103G



The colors **blue** and **green** are very specific light wavelengths that simulate lure lights used by marine organisms.

**Blue** light is the color most commonly used by marine organisms in their light organs. It is also the wavelength that penetrates deepest and furthest in water.

**Green** light is more often used in shallower waters containing more particles and algae. This can vary from season to season and from place to place.

We recommend therefore that you experiment to find out what works best in your favorite fishing spots.





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