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REVIEW

"I feel that the Coral Finder is a huge leap ahead. It is exceptionally well designed and easy to master. It is also timely, as the need for accurate survey has never been so pressing. I strongly endorse it for use anywhere in the Indo-Pacific."

**Charlie Veron, Author
Corals of the World,
former Chief Scientist
of the Australian
Institute of Marine
Science**

Finally a practical way to identify corals...

The Indo Pacific Coral Finder brings reliable genus level identification of hard corals within the reach of recreational and scientific divers, survey teams, resource managers, compliance officers and coral industry professionals. It can be used above or below the water anywhere in the Indo-Pacific.

The Coral Finder...

- is a 34 page robust plastic book that can be used underwater (or topside)
- lets you find the answer visually using shape and texture thereby overcoming the problem of coral growth form variation with environment
- gives you the name of the coral genus in about a minute and requires little reference to text or training
- acts like a visual summary of *Corals of the World* - capturing the 65 most common coral genera regardless of shape and form expressed by around 800 species; also captures 5 genera of stony non-scleractinia e.g. fire coral
- has concise genus descriptions with tip arrows - similar to a bird guide
- cross-references back to *Corals of the World* for post dive learning
- is backed by a website with audio-visual learning resources - www.coralhub.info
- improves reliability of coral surveys and opens the door to species identification



What you see is what you look for... a new approach

The Coral Finder's visually driven key means that you just look for the shape or form of the coral in front of you, thereby overcoming the environmental variation that has made coral identification so vexing.

Here's how it works:

- Swim up to a coral!
- Use the front cover to make a simple visual choice of "Key Group" e.g. is it "branching".
- Then answer a plain language question about scale or texture.
- You will be sent to a "Look-Alike" page with the top 5 or 6 best bets as to what the coral genus might be.

Typically, the user then "sees" the answer because the eye and brain are very adept at separating similar things. Using visual cues and prompts reduces the reliance on text (and its meaning), enabling beginners to get the correct genus name of the coral. The Coral Finder then directs you to the relevant volume / page number in Charlie Veron's *Corals of the World* and suddenly you are in the learning business!

Anyone who works underwater will recognize that the Coral Finder is one of the first tools actually designed from the bottom up for underwater use.

Getting results:

The Coral Finder was recently the focus of Coral Identification workshops in Suva, Fiji. Fifty participants were evaluated for **Prior Knowledge** and again after a **one hour** introduction to the Coral Finder (**Pre-Workshop**). The final evaluation (**Post-Workshop**) took place at the end of the 4 day workshop. Coral identification accuracy **improved rapidly** after exposure to the Coral Finder and **continued to improve** throughout the workshops.

USER FEEDBACK

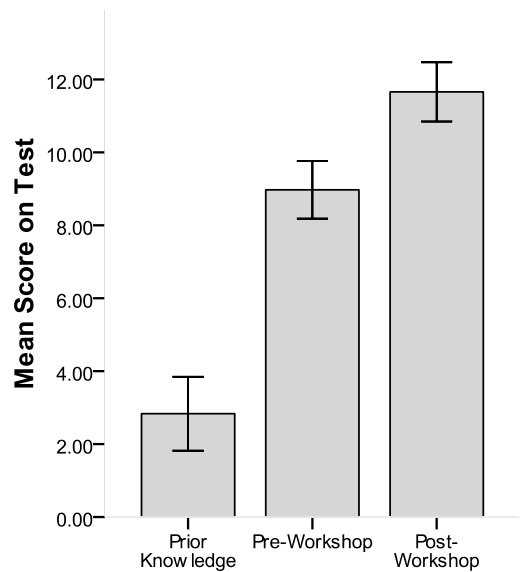
"I feel 100 times more confident to IDt coral..."

"I recommend the Coral Finder as the 1st stop for learning corals..."

"This ...is a break through in coral ID."

"The Coral Finder is an amazing tool that enhances peoples knowledge and identification skills within hours."

"Will recommend to CITES authorities throughout the Pacific..."



See for yourself - check out the Coral Finder video at the link below...

34 pages of underwater goodness!