



## New World Publications Inc.

1861 Cornell Rd., Jacksonville, FL 32207 US



## ReefNet Inc.

3610 Walnut Grove, Mississauga, ON L5L2W8 Canada

FOR IMMEDIATE RELEASE:

### **New World Publications and ReefNet to produce interactive marine life identification DVDs for divers**

Jacksonville, FL and Toronto, Canada (October 20, 2006) – New World Publications and ReefNet announce the immediate availability of ***Reef Fish Identification: Florida Caribbean Bahamas – Interactive Edition***. This multimedia software package is a comprehensive guide to reef fish identification for the Florida, Caribbean and Bahamas region. This is welcome news for marine life enthusiasts who will now have a comprehensive software package in addition to the traditional book format they have enjoyed for years. The interactive edition is available on either CD or DVD and runs on Microsoft Windows XP.

***Reef Fish Identification: Florida Caribbean Bahamas – Interactive Edition*** is a rebranded version that replaces ReefNet's *Fishes of the Caribbean, 3rd Ed.*, first published in 1997. This is the first in what will be a series of DVDs that complement New World Publications' complete line of identification books. The series is intended to greatly enhance the quality of the marine life experience for the recreational diver.

***Reef Fish Identification: Florida Caribbean Bahamas – Interactive Edition*** contains an impressive database of text and visual content. More than 665 distinct species are described using 2500 still images and 1000 video clips. A search engine simplifies the task of identifying a species by using key features such as color, shape, markings, habitat and behavior. Other interactive tools include a quiz, an illustrated glossary, detailed maps, a sightings logbook and a slide/video show designer for custom presentations. The suggested retail prices of the CD and DVD versions are \$70 and \$75 respectively. The DVD version adds 100 minutes of premium video that can be played on any standard DVD player.

New World Publications has produced comprehensive marine life identification reference books for divers, beginning with *Reef Fish Identification: Florida, Caribbean, Bahamas*, first published in 1989. *Reef Creature Identification* and *Reef Coral Identification* soon followed. New World Publications has recently expanded its list of titles to cover the Galapagos Islands, Baja to Panama, California to Alaska and the Tropical Pacific.

ReefNet is a Canadian corporation that produces scuba related software and electronics. Beginning in 1994 with a dive log program ReefNet began incorporating fish identification into its software, which evolved into the 1997 release of *Fishes of the Caribbean* on CD-ROM. This is the first collaborative work between the two companies and it comes with great expectations!

For more information please contact:

Kris Wilk -- ReefNet Inc.  
Tel: 905-608-9373  
Fax: 905-820-1927  
Email: [wilk@reefnet.ca](mailto:wilk@reefnet.ca)  
Web: [www.reefnet.ca](http://www.reefnet.ca)

Eric Riesch -- New World Publications  
Tel: 904-737-6558  
FAX: 904-731-1188  
E-Mail: [eric@fishid.com](mailto:eric@fishid.com)  
Web: [www.fishid.com](http://www.fishid.com)