



FOR IMMEDIATE RELEASE
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Innovasea's New Plankton Monitoring Software Protecting Fish from Deadly Algal Blooms

Cloud-based solution acting as early warning system in Canada to keep fish safe

BOSTON – [Innovasea](#), a global leader in technologically advanced aquatic solutions for aquaculture and fish tracking, announced today that its innovative Plankton Monitoring software is now being used by two major salmon producers in Canada to deliver unprecedented insight into harmful algae levels in the water.

Innovasea's new [cloud-based software module](#) streamlines and enhances plankton monitoring efforts so fish farm operators can predict when concentrations will be too high and take steps to protect their stocks.

"Our new Plankton Monitoring solution adds a new layer of protection for marine fish farms by safeguarding stocks from deadly algal blooms and helping operators ensure their fish remain healthy," said David Kelly, CEO of Innovasea.

The plankton module is part of Innovasea's [platform of advanced aquaculture intelligence tools](#) that provide unprecedented, real-time visibility into water conditions 24/7 – as well as the ability to make data-driven decisions from anywhere via PC, tablet or smartphone.

Algal blooms pose a mortal danger to fish because they can quickly deplete oxygen levels in the water, causing fish to suffocate. In addition, some algae species produce toxins that can harm or even kill fish.

Innovasea's Plankton Monitoring solution enables users to easily catalog different types of phytoplankton and input data from water samples or visual inspection to record species, time, location and concentration levels. Using sophisticated visualization technology, the software then shows which phytoplankton are appearing, where they're showing up and to what degree – effectively serving as an early-warning system for fish farm operators.

About Innovasea

Fueled by leading-edge technology and a passion for research and development, Innovasea is revolutionizing aquaculture and advancing the science of fish tracking to make our oceans and freshwater ecosystems sustainable for future generations. With 250 employees worldwide, we provide full end-to-end solutions for fish farming and aquatic species research – including quality equipment

that's efficient and built to last, expert consulting services, and innovative platforms and products that deliver unrivaled data, information and insights.

Learn more at Innovasea.com and follow us on [LinkedIn](#) and [Twitter](#).

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