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| --- | --- | --- |
| **Characteristics** | **Hardware** | **Lifestyle** |
| * All ages * “Outdoors” people * Safety conscious * Individuals & Groups * Water based activities | * Mobile Phone * Computer / Laptop * Tablet | All personas are involved in activities that involve water. (Generally, near the coast.)   * Fishermen * Swimmers * Surfers * Snorkelling * Diving |