

REEL EASY

SET YOUR DRAG IN SECONDS

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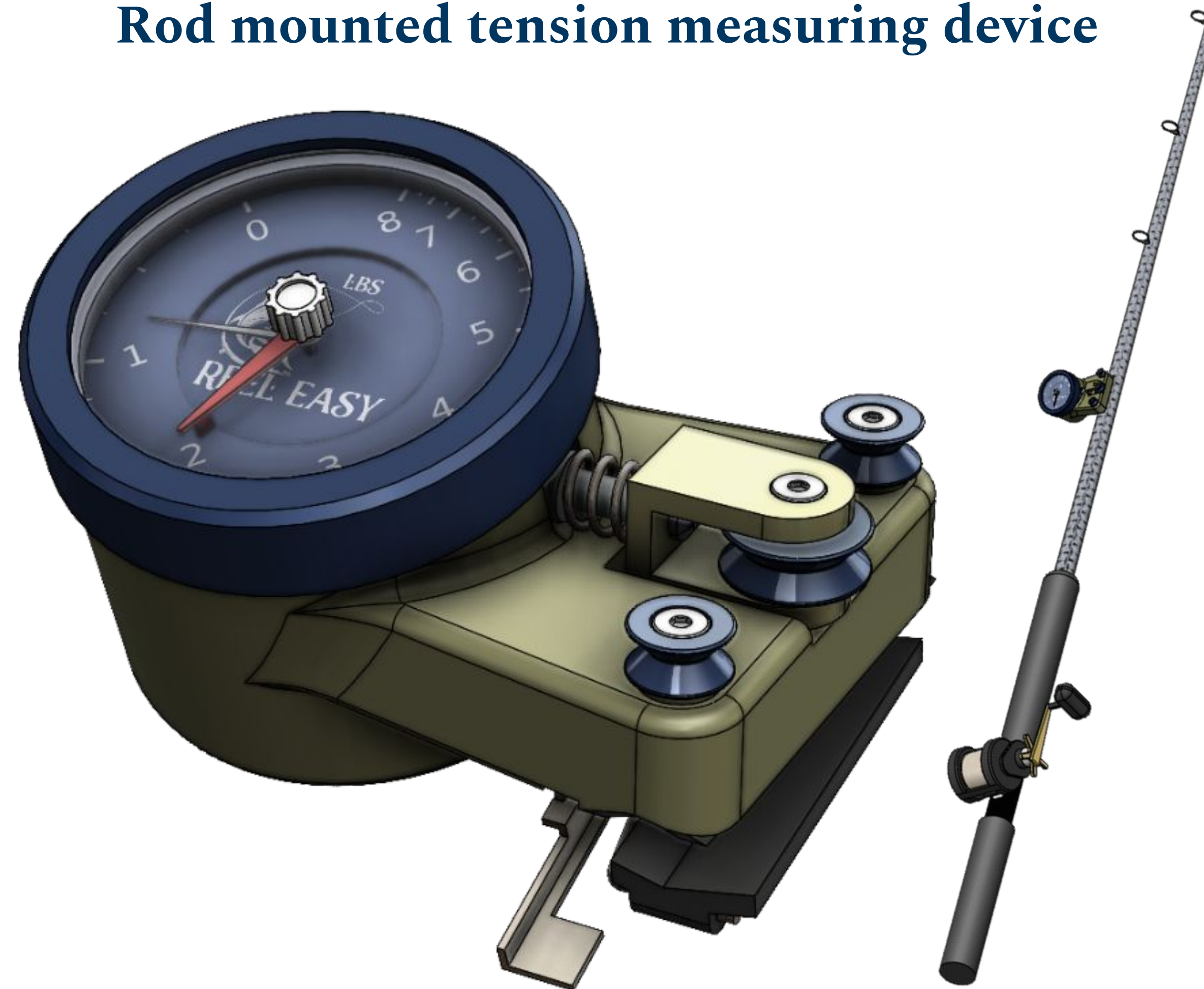


WHAT IS DRAG?

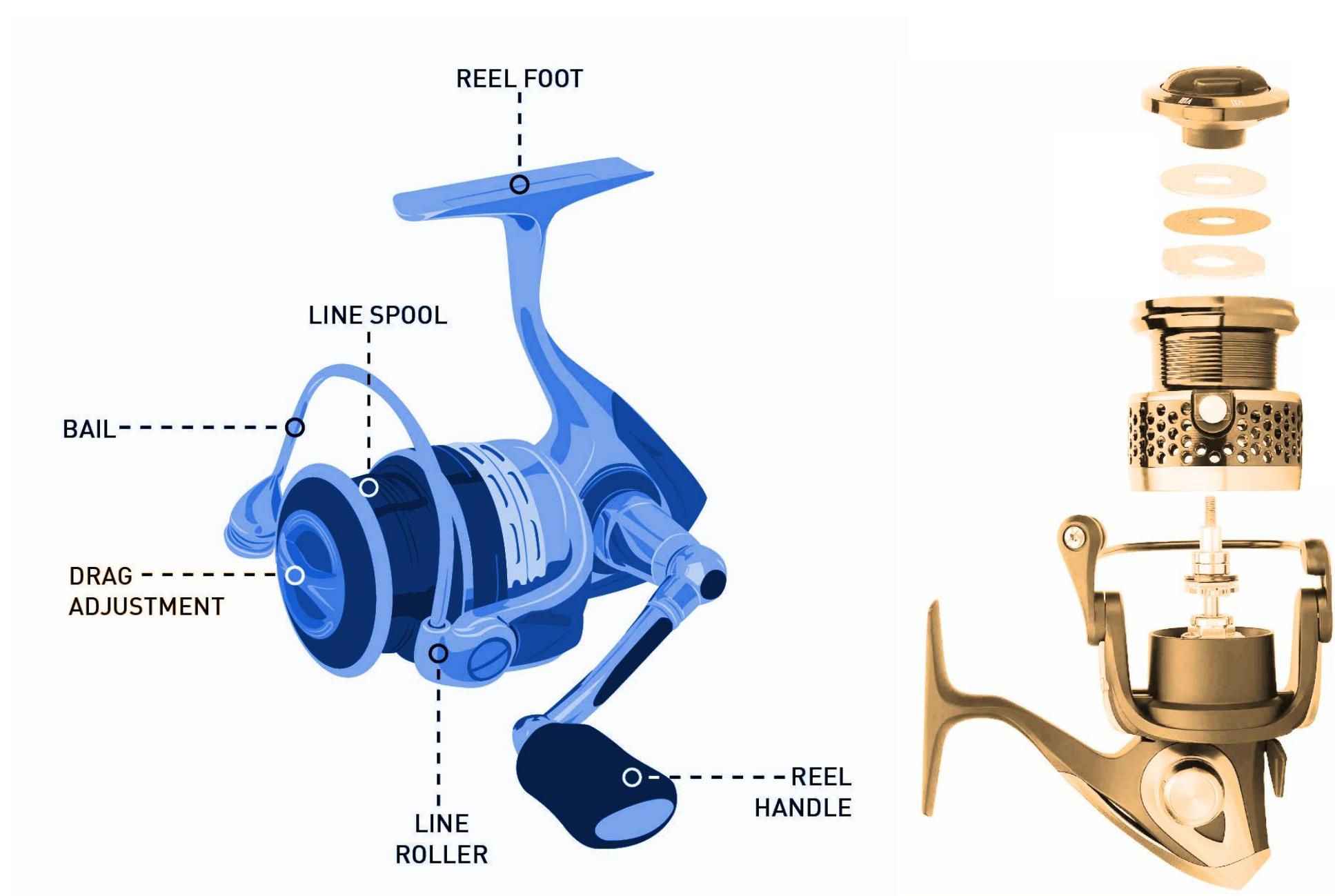
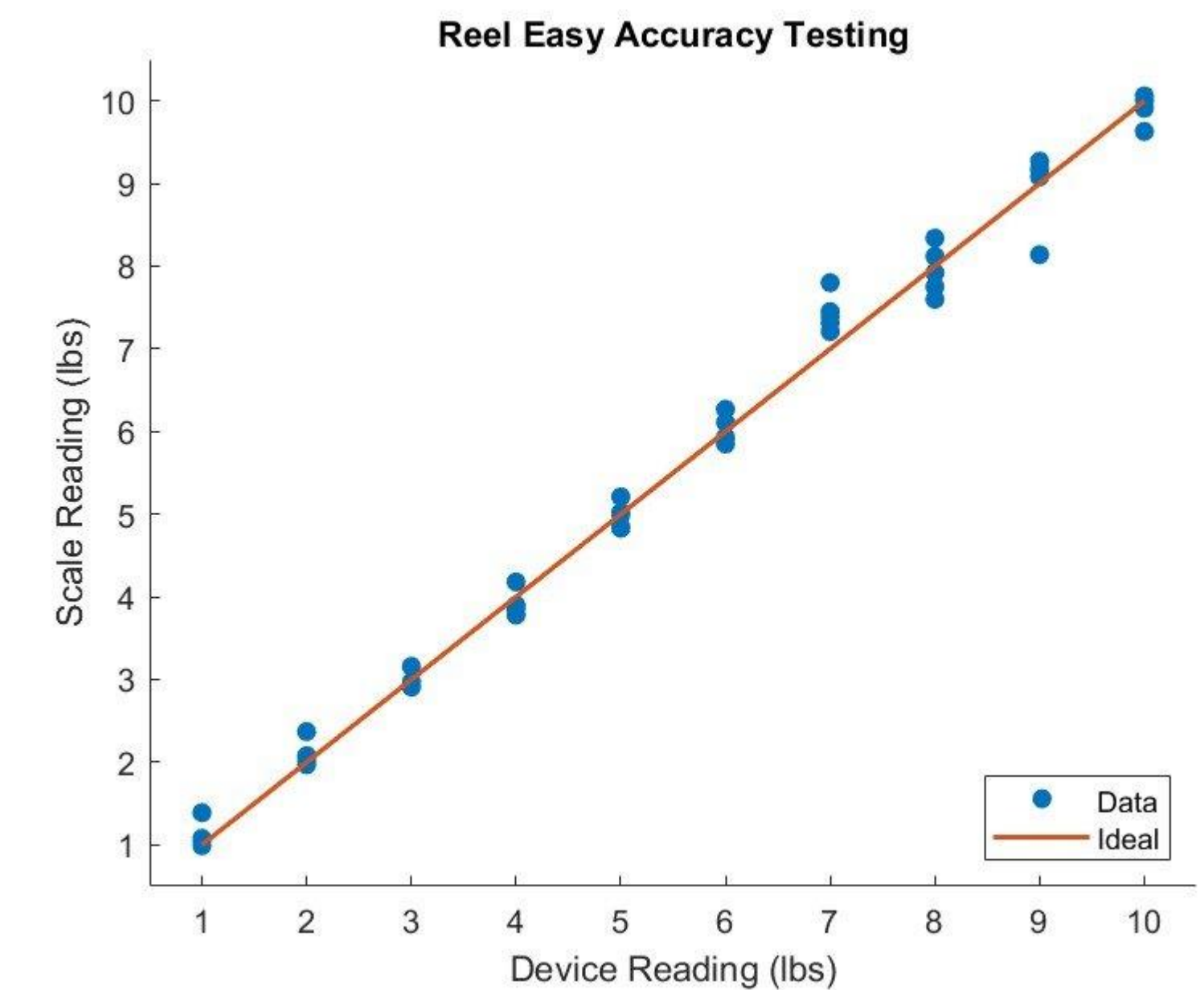
- Amount of force required to pull line off of the reel varied with friction plates inside reel
- Best set at 20-30% of the fishing line strength

REEL EASY SOLUTION

Rod mounted tension measuring device



STATIC CALIBRATION



WHY DOES IT MATTER?

TOO HIGH: Line snaps, lose catch and gear
TOO LOW: Fish never tires, get spooled

Current setting methods are inconvenient and/or inaccurate! Requires 2+ people or guesswork

PRODUCT VALUE

- ✓ Accurate one-person drag setting/monitoring
- ✓ Allows anglers to catch more fish
- ✓ Minimizes lost equipment, saves money and the environment
- ✓ Enhances productivity on the water

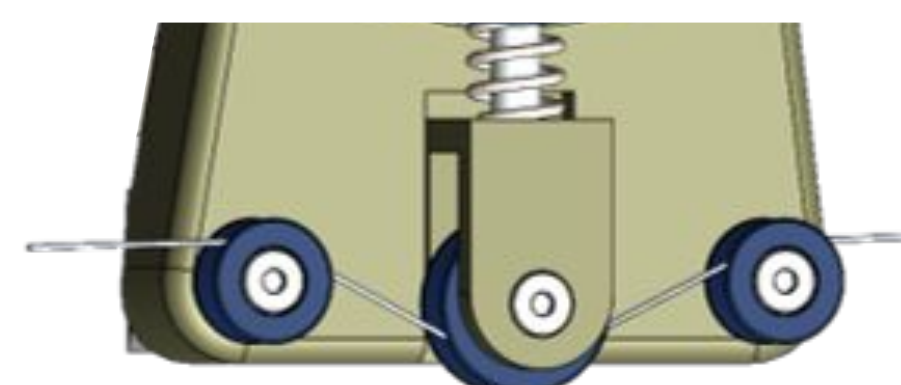
CUSTOM DIAL GAUGE

- ✓ Live and maximum tension
- ✓ 0.25 pound resolution



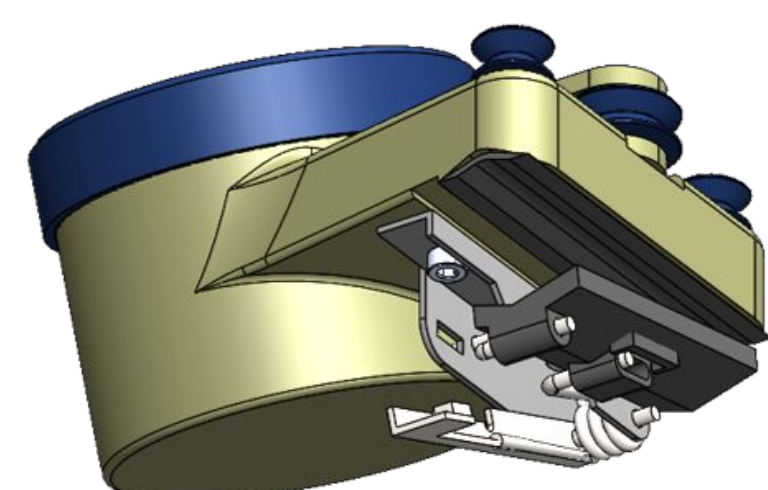
TRI-ROLLER SYSTEM

- ✓ Non-invasive to line
- ✓ Interchangeable spring



ADJUSTABLE CLAMP

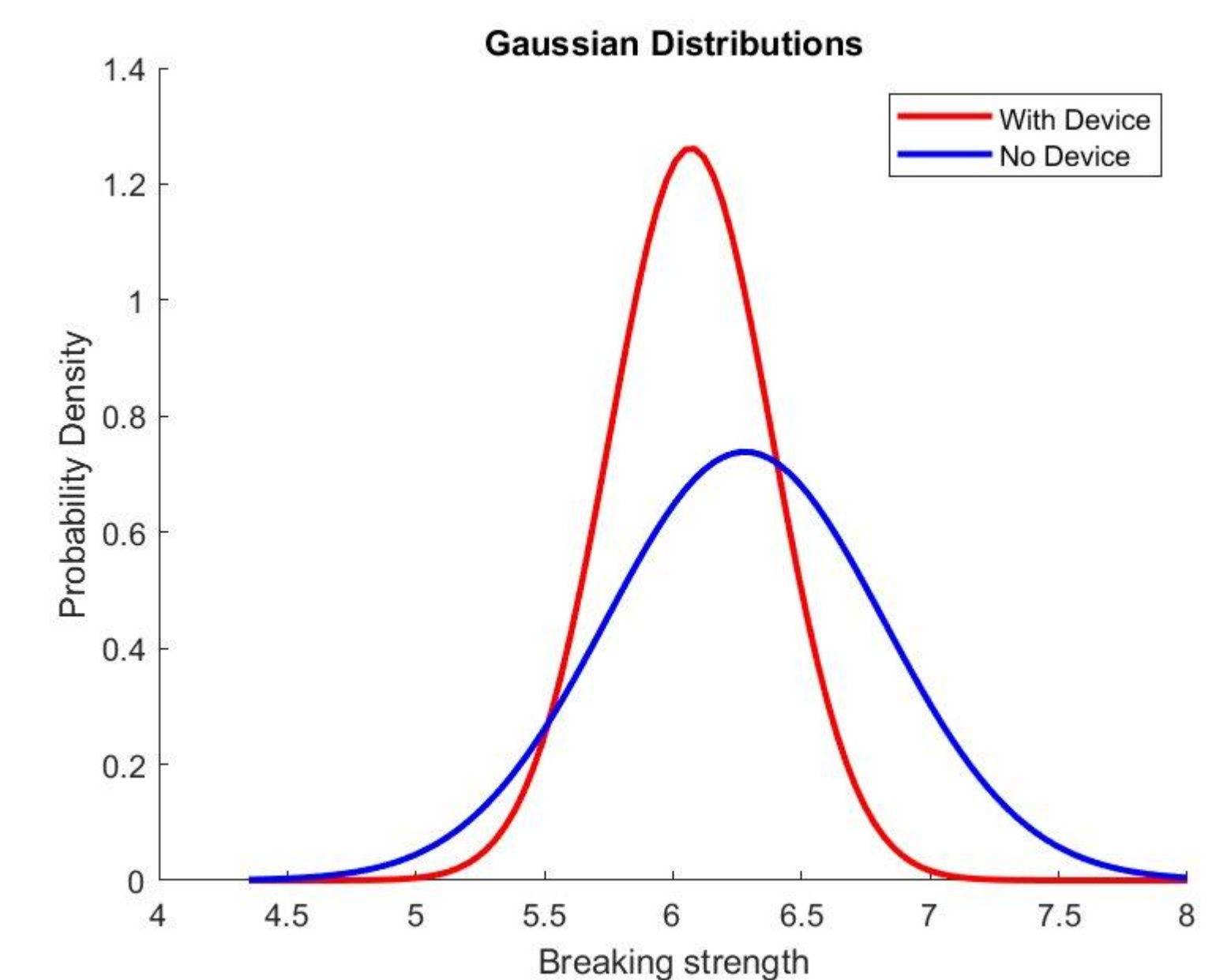
- ✓ Quickly snaps on and off rod
- ✓ Variable diameter fixture



Empirical Accuracy vs. Theoretical Plot

- ✓ 1.19% average operating accuracy
- ✓ 5.84% standard deviation

LINE BREAK TEST



Line failure with and without device

- ✓ $p = 0.09$, not statistically significant
- ✓ Device does not cause premature breakage