

WhiteWater Stands Firmly Behind Endless Surf® Technology

WhiteWater rejects AWM's patent claims, pointing to decades of engineering innovation that predate the asserted patents.

For more than 40 years, WhiteWater West Industries Ltd. ("WhiteWater") has been at the forefront of wave-generation technology, building on a legacy of engineering and innovation that predates today's surf park industry. Against that history, WhiteWater firmly rejects the patent infringement allegations against Endless Surf® technology recently brought by American Wave Machines, Inc. ("AWM") and intends to vigorously defend itself against the claims.

WhiteWater firmly believes the asserted patents are invalid and should never have been granted. The concepts they claim are rooted in technology and engineering principles that have been known, developed, and utilized in public for decades. WhiteWater and Endless Surf have been at the forefront of innovation in this sector, building on more than 40 years of wave-making experience, hundreds of wave pools in operation around the world, and a distinct patent portfolio spanning more patent families than anyone else in the market. Together, that track record gives us confidence in both our technology and our position in the industry.

This lawsuit is more of the same from AWM. Litigation and legal pressure have become a recurring feature of its approach to the market, extending across multiple competitors, its own clients, and others in the surf park industry. But litigation does not change the history of wave-generation technology: many of the concepts at issue were known and in practice well before AWM's existence. We take a different approach. We believe leadership and market share are earned through technological innovation, great people, trusted partnerships, and successful projects — not through the courtroom.

The future of surf technology was not created by any single company. It has been built over decades by generations of engineers, designers, operators, and entrepreneurs whose contributions predate the patents asserted in this lawsuit. WhiteWater intends to demonstrate that these claims ignore that history and improperly attempt to monopolize ideas and developments shaped by the collective advancement of the industry.

Our customers and partners can remain confident in Endless Surf. While AWM pursues yet another lawsuit, our attention remains where it has always been: advancing surf park technology, supporting our customers and delivering world-class surf experiences.

