

Why would a fish come from half a football field away to my bait or lure and the Magnabait?

Fish don't have a lot of choice. Fish are the oldest continuous life on this planet – at least 100 times older than man.

Humans live in a primarily two-dimensional world where food can be obtained by thinking. We are rarely in mortal danger and intelligence helps us when we are.

A fish's world is three-dimensional. Being attacked from front, back, sides, above, and below can happen at any second, often several times per day. Food is won in a free-for-all battle. First come, first served. Under these circumstances, humans wouldn't last a day. In this high-speed aggressive world, thinking takes far too long. Taking time to make a decision will most likely result in death. Reaction or instinct is your only choice for survival and it is hardwired into the brain, nerves, and muscles. If they don't work, you die early.

The reason why large fish – sharks and billfish as well as marine mammals like whales and dolphins – show behavior that seems more like intelligence is probably that they are less likely to be eaten by other type of marine animals. Yet they never lose their instincts. They build on them.

The Fish Magnet technologically simulates natural phenomena to which fish are hardwired to perceive and react.